

# Automotive Daily News

PASSENGER

TRUCK



TRACTOR

ACCESSORIES

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## AUGUST EXPORTS APPROACH LEVEL SET IN SPRING

### Argentina Takes Lead In Demand for U. S. Autos

Special from A. D. N. Washington Bureau

**WASHINGTON, Oct. 12.**—Automotive products to the value of \$31,243,310 were exported from the United States and Canada during August, of which the United States accounted for \$29,224,681, according to the automotive division of the Department of Commerce.

The total amount of American automotive exports in reaching this high monthly figure of more than \$31,000,000 compares favorably with corresponding shipments during the spring months of March, April and May, when value exports in excess of \$35,000,000 were reached in each month.

Contrasted with this, June and July were each below the \$30,000,000 mark, as shipments during these two mid-summer months amounted to approximately figures of \$24,000,000 and \$25,000,000 respectively. The improved August figure would seem, therefore, to reflect the commencement of the spring demand in those automotive markets falling below the equator as well as the favorable reception of new models of American cars in our northern markets.

The United States and Canada in shipping 37,671 passenger car and truck units during August caused the previous high mark of \$5,624, which was made in May of this year, to be passed by a considerable margin. The increase over June and July shipments amounted to 42.2 per cent. and 47.3 per cent. respectively.

Of the items making up the above record total, credit must be given largely to passenger car exports from the United States which set the surprisingly high figure of 26,516 for the month, representing an increase of 60 per cent. over the previous months.

In addition, truck shipments from the United States totaling 6,724 units were the largest on record for any one month. On the other hand, automobile exports from Canada contributed little to the general increase over the previous months and were, in the case of passenger cars, considerably below the monthly average for the year thus far.

August witnessed the supplanting of Australia as the acknowledged leading foreign market for American passenger cars by Argentina. Not only did the United States ship more passenger cars to Argentina than to Australia, but the same is true of shipments from Canada.

This rise to leadership on the part of Argentina was not the result of a marked falling off in exports to Australia, but rather represented a greatly enhanced demand on the part of the former market. Argentina and Australia together accounted for 8,763 passenger cars out of a total of 26,516 exported to all markets from the United States.

August exports to Italy amounted to 1,519, compared with 164 for the previous month, or a gain of \$25 per cent.

## Illinois C. R. R. Orders 1,000 Auto Carriers

Memphis, Tenn., Oct. 12.—The Illinois Central Railroad is reported to have placed orders with the American Car and Foundry Company and the Pullman Company for 1,000 new 40-foot, 40-ton automobile cars at an approximate cost of \$2,375,000.

It is said that this purchase has been made necessary because of the heavy traffic in automobile shipping along the Illinois Central lines.

## COURT TO RULE ON GASOLINE TAX

Raleigh, N. C., Oct. 12.—A Supreme Court ruling on the validity of the North Carolina gasoline tax as it affects motor fuel used in the construction and maintenance of roads is expected to result from a demand by Wake county for a rebate of approximately \$1,500 paid the state in fuel taxes during the past year.

The question was presented to the attorney general for a ruling recently and he held that the four-cent tax should be paid on all gasoline so used, but this was later modified by Revenue Commissioner R. A. Doughton to include only that fuel used in maintenance of roads already in use and exempting that used for the construction of new roads.

The county's contention that it is due a rebate is based on the wording of the statute, which decrees that the tax shall apply to all fuel used by motor vehicles, with the term "motor vehicle" defined as meaning a vehicle "used for the purpose of travel on the highways."

The law allows the exemption of gasoline used for purposes other than such "travel," and the county contends that gas consumed by road building rolling stock is not so used.

The North Carolina gas tax rate is four cents a gallon and the net collection is devoted entirely to the state system of highways, the strictly county road not benefiting directly from it.

## PLEADS FOR CHANCE TO RACE; CRASHES TO DEATH

Special from A. D. N. Detroit Bureau

**Detroit, Oct. 12.**—Al Waters, racing driver, was killed and four spectators were seriously injured, when the Frontenac special which Waters was driving crashed through the fence into a crowd of 300 at the Michigan State Fair grounds here Sunday.

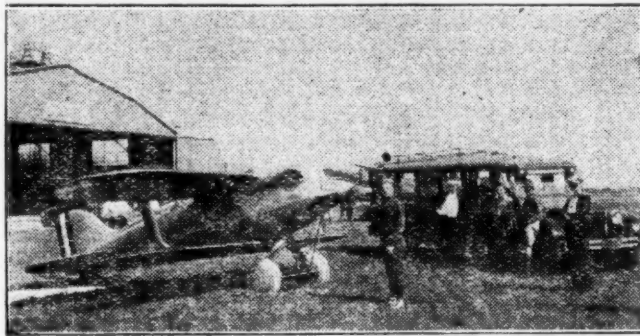
Waters was thirty years old and from Chicago. He was roaring past the grandstand at sixty-five miles per hour when a pinion locked the rear left wheel of his car, the machine swerving suddenly through the fence. The fatality occurred on the 146th lap of the 150-mile race.

Waters had arrived too late to qualify and it was only after he and the other drivers had offered up pleas to the officials that the Chicago man was permitted to race.

### RULES ON GAS TAX

Madison, Wis., Oct. 12.—Attorney General Herman Ekern today ruled that gasoline tax funds are not available for the improvement of roads and streets in state parks and Indian reservations in an opinion requested by the State Highway Commission.

CURTISS PLANE AND MACK BUS both play important parts in the air races at Mitchel Field, Long Island, N. Y. This big Mack was one of the fleet that handled the race crowds. Lieut. Cyrus Bettis is shown beside the plane in which he flew.



## States to Discuss Bus Regulations

Washington, D. C., Oct. 12.—Public service commissioners of a number of Eastern states will meet here Tuesday and Wednesday to consider means of regulating interstate bus lines and other utilities.

The meeting is the annual gathering of the National Association of Railway and Utilities Commissioners. Dr. W. D. B. Ainey, chairman of the Pennsylvania Commission, will preside.

One of the most important developments, it is said, will be the report of a committee appointed last spring to suggest legislation for the adequate regulation of interstate passage of bus lines. This report will be made Wednesday.

## Chicago Used Car Show Big Success

Chicago, Oct. 12.—Judging from the sales on the opening days of the seventh annual used car show of the Chicago Automobile Trade Association at the Coliseum, the exposition this year is destined to set records. More than forty dealers are displaying and offering for sale cars that have been officially tested and approved by the technical committee of the trade body.

A public auction is a feature of the exposition. Cars are "knocked down" to the highest bidder. The departure has proved successful according to the management.

## Nebraska Gas Tax Collections Larger

Lincoln, Neb., Oct. 12.—Gasoline taxes collected by Nebraska for five months, beginning with April, total \$1,253,397. Collections for August were \$286,850, \$1,000 more than for July. September and October are expected to reach close to \$300,000 each. Estimates, revised upward, point to \$5,000,000 collections for the year.

Contracts for grading and graveling highways totaling \$4,000,000 have been let. The Federal government will match this money when the highways reach a certain stage of completion.

### CHINESE IMPORTS GROWING

London, England, Oct. 12 (U. T. P. S.).—According to Chinese official figures the value of automobiles imported into China in 1924 was £2,737,800; in 1923, £1,841,550; in 1922, £1,962,150.

## ELEC. AUTO-LITE MOVES ITS PLANT

Toledo, Oct. 12.—Announcement is made by C. O. Miniger of the Electric Auto-Lite Company that the Poughkeepsie plant of the company will be moved to Toledo and Fostoria, O., so that manufacturing operations will be concentrated more closely to the Toledo management. Some parts may still be built at Poughkeepsie.

Plans have been drawn for a large addition to the Toledo factory, which will be built at a later date.

The Electric Auto-Lite Company manufactures the DeJon starting and lighting systems in Poughkeepsie. These will now be built in Toledo. Some parts for both the DeJon and the Auto-Lite systems will be built at the company's plant at Fostoria, outside of Toledo. Part of the old Allen Automobile Company will be utilized for this purpose at Fostoria.

## DUBUQUE PLACES BAN ON GASOLINE CURB PUMPS

Dubuque, Ia., Oct. 12.—Gasoline curb pumps have been officially banned in Dubuque, and no further requests to install them will be considered by the city council, according to an agreement reached among council members.

In reaching this decision, city officials stated that experience has proved that curb pumps are apt to be the cause of traffic congestion. They state that the city is so well served with filling and service stations that there is scarcely a spot which is not within three or four blocks of a station, consequently curb pumps are not essential to motorists.

## TRUCKS MAY REPLACE MULES IN NITRATE FIELDS

New York, Oct. 12.—J. D. Marella, export manager of General Motors corporation, sailed last week on the Royal Mail steamer Essequibo. He is going to represent General Motors in experiments to be conducted at the nitrate fields of Buchanan, Jones & Co., in Antofagasta, Chile.

The experiments will be conducted with a view to replacing the old method of hauling nitrate by mules and cars with trucks. A special G. M. C. truck is being sent down.

## SCHEDULES FOR OCTOBER BIGGER THAN SEPTEMBER

### Yet Demand Slowing. Is Paradox Seen In Detroit

**NEW YORK, Oct. 12.**—The motor situation presents an interesting paradox, says a Detroit despatch to Dow, Jones & Co.

Parts producers declare October schedules received from the motor plants are greater than September and, in the case of wheel companies, greater than any October in history, yet the familiar signs which precede a slowing down of motor car demand are daily becoming more numerous.

For one thing the "zip" is out of the used car market. Situation in this department is normal (in fact slightly above normal, for this time of year), but the familiar complaint now coming from used car dealers of the necessity of cutting prices to prevent increase in stocks is ordinarily a dependable straw which portends a slowing in new car models.

The Detroit labor roster is still increasing, mainly because Ford is building up forces following his shut down. Others are slightly curtailing, apart from the heavy fall schedules of two or three leading producers.

Consensus of records is that the fall motor market is beginning to taper off. Production reports from now until spring will no longer be an accurate key to sales, as some companies plan more or less stocking of cars and one or two in the high priced field are still so far behind on orders that it will require a pretty full winter schedule to bring them out even with orders in the spring. Demands for cars for Florida use, a new factor in winter sales, is showing signs of amounting to something worth while.

Third quarter earnings all along the line will undoubtedly set a new record for that period.

While total August output showed a large decrease, the apparent falling off becomes a gain when August Ford figures are taken out of the total. August and September earnings have been unusually large despite price cuts, and it is almost certain that October will rank alongside in fair comparison. Even though demand is beginning to taper, the volume producers probably will prefer to continue a high rate of output until cold weather, making a sharper cut later on.

Another view recently advanced is that while there are signs of slowing demand from the cities, any loss of urban business is being more than offset by growing demand from the country districts. One motor economist figures there is a potential replacement of 4,500,000 cars in the agricultural sections, this total representing in the main cars that have not been replaced since the war. Ford, with its huge farmer clientele, is finding a growing demand which seems to prove the point.

### STUDEBAKER SHIPMENTS

South Bend, Ind., Oct. 12.—At 3 o'clock on the afternoon of September 28, shipments of motor cars from the Studebaker factories passed the entire shipments made by Studebaker in the year of 1924.



## TRUCK MEN ASK TAX REFUNDS

### Oregon and Washington Operators Declare Levy Illegal

Special to the Automotive Daily News  
**PORTLAND, Ore., Oct. 12.**—Simultaneous suits have been filed in the Federal Court in Portland, Ore., and Tacoma, Wash., by auto freight operators in Oregon and in Washington seeking nullification of the gasoline tax laws and refund of amount already paid in these states by truck men.

A \$6,000,000 refund is asked by Oregon freight line owners and \$2,250,000 by the Washington men. The complaint is based upon the alleged fact that gasoline tax laws are in effect toll charges, therefore illegal on highways constructed partly by Federal money.

This is held unconstitutional and not in accord with the Federal Highway act. Injunction is asked against the secretaries of state preventing them from further enforcement of gasoline tax laws against freight operators.

W. R. Crawford, Seattle attorney, filed both Portland and Tacoma suits. The Oregon plaintiffs are L. Anthony of the Alert Transfer and Storage Company, Portland; the Seattle Auto Freight Company, operated by G. T. Hines and L. V. Smart, Oregon; the Washington Truck Service, operated by O. E. Johnson, M. C. Yahne and William Joffe, Portland; the Corvallis Freight Line, operated by J. W. McGee; the Mathers Truck Service, operated by Fred Gordon, Hector Morgan, H. E. Morgan and John Mathers; the Morris-Lowther line, operated by George V. Bishop and R. B. Morris, Portland; the Lebanon Auto-Freight Line, operated by Walter Nelson and S. Brown Dallas; the Monmouth Independence Truck Line, operated by A. E. Kassebaum and B. W. Odekirk; the Auto Freight, Incorporated, operated by C. E. and S. A. Boyer, A. H. Cramer and John McDonald.

The Washington plaintiffs are W. S. Cunningham of the Redmond Freight Company, R. Strain of the Bremerton Auto Freight Company; V. Immerson and William Blasler of the West Seattle Auto Freight Company, Y. Hyne of the Great Western Freight Line, G. T. Hines and L. V. Smart of the Portland Seattle Company, A. H. Cramer, Walter Nelson, Lawrence Parr, S. F. Spencer, J. W. Barnett, C. E. Kidd, H. Ashburn, George T. Standing and John Forsgren of the Seattle Kent and Auburn Stage Line, and R. H. Culbertson.

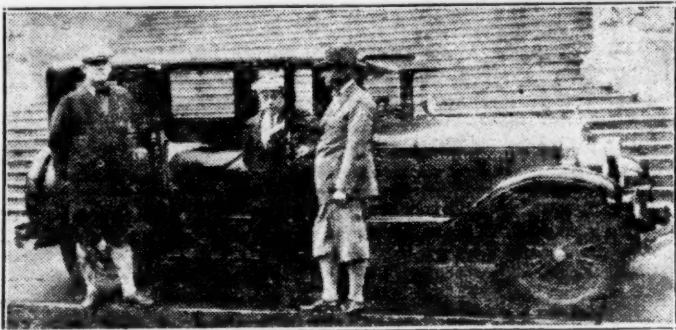
#### SCHOOL RATES GIVEN

**Dubuque, Ia., Oct. 12.**—A rate schedule for school children has been announced by the Dubuque Electric Company on the city bus line recently established by this concern.

**DISPLAY** advertising of these manufacturers will be found regularly on the pages of the Automotive Daily News:

Automotive Rotary Lift  
Buick  
Chevrolet  
Continental Motors  
Flint  
Hupmobile  
Hewitt Rubber  
J. H. Newmark  
Juhass Carburetor  
Locomobile  
Oakland  
Pierce-Arrow  
Rawlings Company  
Rickenbacker  
USL  
William R. Rowe Co.  
Wisconsin Parts  
Wise Industries

**COMPLETE LONG MOTOR JAUNT**—President Thomas P. Henry and Manager Ernest N. Smith of A. A. A., Washington, D. C., and C. M. Coombs of Cadillac Company, photographed at Vancouver, B. C., as they prepared for return trip to Boston to bring their transcontinental trip to a close.



## CHRYSLER YIELD TO BE JUMPED

**Newcastle, Ind., Oct. 12 (U. T. P. S.).**—W. Ledyard Mitchell, vice-president of the Chrysler Motor Corporation, was here last week from Detroit, Mich., and told an audience of foremen and department heads that plans are under way to give the Newcastle factory a production of 1,000 automobiles a day. Mr. Mitchell and other Chrysler officials brought optimistic messages, telling of the past accomplishments and some of the plans for the future.

A new safety campaign on a competitive basis is to be inaugurated between departments and also between the Chrysler plants. The basis will be the man hours computed on the accident expectancy. In this manner the departments having the largest number of men and more hazardous risks will have the best chances for the prizes. The contest is to extend for three months. Prizes will be presented to the winning foremen and a trophy will be given to the winning plant.

Mr. Mitchell told the 150 foremen, including twenty-five from the Dayton plant, that next year will even surpass 1925, which has been a banner year.

"The Chrysler company is constantly endeavoring to better its product, and as evidence of this the sales are the best indication," Mr. Mitchell declared.

Mr. Mitchell stated that it is the plans of the Chrysler company to increase the payroll here by a million dollars next year.

## WASHINGTON CORP. TAX UPHELD BY HIG HCOURT

**Olympia, Wash., Oct. 12.**—Constitutionality of the state of Washington's corporation tax, which has been attacked by many corporations as being unconstitutional because, according to their allegations, it was unjust, discriminatory and excessive, is upheld by the state Supreme Court in a decision handed down October 9.

In upholding the tax, the Supreme Court denied the plea of Lamont, Corliss & Co., of New York for a writ of mandate to compel the secretary of state to accept for filing, a copy of its amended articles of incorporation, evidencing an increase in capital stock from \$200,000 to \$1,750,000.

## N. Y. A. A. CONSIDERS WRITING OWN INSURANCE

**Buffalo, N. Y., Oct. 12.**—One of the principal questions being discussed at the New York State Automobile Association's convention, which opened today at Lockport, is the formation of a mutual automobile insurance company, backed by the various auto clubs forming the state federation.

This is a controversial question centering around Oscar J. Brown, president of the state organization, who is the principal promoter of the proposition, and the insurance interests of the state, who are fighting the idea. Some individual clubs are opposed to it.

## Big Call Abroad For U.S. Products

Special from A. D. N. Washington Bureau  
**Washington, D. C., Oct. 12.**—The

need of forty-four countries for American products is mirrored in a report made public by the Department of Commerce enumerating specific inquiries from foreign merchants for the purchase of products of a diverse variety. In making inquiries at the Department of Commerce exporters are advised to indicate the key numbers given below.

**CHILE:** 17217—Lamps, flashlights and batteries and lamps for pocket and flashlights.

**EGYPT:** 17205 — Automobile buses, electric.

**GERMANY:** 17207—Automobile accessories, 17206—Engines (gasoline) for motor boats, automobiles and motorcycles.

**INDIA:** 17229—Automobile service stations, steel.

**ITALY:** 17244—Engines, crude oil; 17244—Tractors, low priced.

**SCOTLAND:** 17204 — Automobiles, low priced; 17204—Automobile accessories and parts.

**SPAIN:** 17210—Paints, dull finished, first coatings for carriages and automobiles.

**TUNISIA:** 17208—Valve-grinding machinery, automobiles.

## Commercial Buys Apex Factory

**Spokane, Wash., Oct. 12 (U. T. P. S.).**—Sale of the former Apex Motor Car factory at Ypsilanti, Mich., to the Commercial Motor Truck Company by the Inland Finance Company of Spokane has been announced by Archie Johnson, president of the finance organization.

The full amount in the consideration will be paid at the expiration of the present lease on the factory in October, 1926. Mr. Johnson's company took over the factory on a foreclosure two years ago.

"It is located adjacent to the site of the new Ford upholstery plant," said Mr. Johnson, "and a day after exercise of the option by the commercial people, the Ford interests offered \$135,000 for the property."

"The company which purchased the factory makes motor trucks and is adding to its models a large stage, selling for about \$11,000."

## URGES TIRE SERIAL NO. RECORD TO BLOCK THEFT

Special from A. D. N. Detroit Bureau  
**Detroit, Mich., Oct. 12.**—Inspector Lucien Parker, in charge of the automobile recovery division of the Detroit Police Department, says that one simple precaution on the part of motorists would simplify the department's work in recovering stolen tires and make their recovery considerably more certain. "If owners would only record the serial numbers on their tires and furnish them to our division in the event of theft of the tires," says the inspector, "we could give much better protection."

## Student Training At Ford Plant Beneficial

**New Haven, Conn., Oct. 12.**—The experiment of sending Yale students to work the past summer at the Ford Motor Company plant in Detroit was highly successful. Director A. B. Crawford of the Yale Bureau of Appointments has announced.

Fifty men, forty-three of whom were self-supporting undergraduates, earned about \$375 each and secured broad training by going through one department after another.

"The students," Mr. Crawford said, "were Yale college men interested in industrial management, scientific school men, observing both industrial and engineering problems, and students of sociology attracted by the opportunities for research in that field."

## Peerless Head Opposes Excise

**Cleveland, Oct. 12.**—Manufacturers of motor cars and parts in this section of the country are lending their shoulders to the push against the excise tax. They feel that the repeal of the levy is of paramount importance to every motorist in the country. Edward S. Ver Linden, president of the Peerless Motor Car Company, is one of the latest to take a stand against the tax.

"This hoped for repeal," says he, "is receiving a great deal of thought and attention by the manufacturer and hope is expressed that through the special efforts of the American Automobile Association some definite results may be obtained before the year is out."

"When we realize that there are four times as many people paying the excise tax on automobiles and parts as there are people paying income tax, one begins to realize the tremendous saving this would mean to millions."

"In the last eight years nearly a billion dollars have been paid by the motorists of this country in this automobile excise tax. Has not the time now arrived when this question should be seriously considered by Congress?"

"Only by this keen interest on the part of manufacturers and supporting interest on the part of motorists can this desirable repeal of the excise tax be obtained. And for the ultimate saving of all."

## Dunlop Output Is Greatly Increased

**Buffalo, N. Y., Oct. 12.**—Dunlop tire production has been increased 35,000 passenger-car casings per week. No small part of this increase in production is due to the added output of the newest and largest Dunlop plant at Buffalo, N. Y., which, recent figures show, is contributing nearly 50 per cent. of the greater production and distribution noted in the Dunlop records.

American Dunlop's progress has been little short of sensational, according to General Sales Manager E. H. Kidder, who said:—

"American Dunlop's swift advance has been really remarkable when one recalls that within thirty months the distribution of the Buffalo plant has equaled the 1923 distribution of one of the largest Dunlop units, Fort Dunlop, at Birmingham, England."

## NEW FIRM TO HANDLE PAIGE-JEWETT ACCOUNTS

**Detroit, Oct. 12.**—W. K. Towers, advertising manager of the Paige-Detroit Motor Car Company, announces that all Paige and Jewett advertising to appear after November 1 will be placed by Brooke, Smith & French, Inc., of Detroit, who have been appointed their advertising agents.

## BRITISH RUBBER ACT BOOMERANG

### President of General Tire Says Britain Has Hurt Self

**AKRON, O., Oct. 12.**—Commenting on the organized effort being made in England to have the British rubber restriction act lifted, W. O'Neill, president of the General Tire and Rubber Company, today said:—

"Great Britain has now one of her greatest opportunities to prove to America that she was acting in good faith in instituting the restriction to protect colonial plantations and to save the rubber plantations. It has accomplished its purpose in securing for plantation owners a profitable price for their product. In fact, the time has long since passed when crude rubber reached the price at which the restriction act aimed."

"The British government should welcome the opportunity in this crisis to accede to the requests of their own industrial interests who are also being vitally affected. They should now give attention to such sufficient analysis of the situation that will make them also protect the interests of their colonial rubber growers to the same extent as was intended in adopting the restriction policy. Without restriction the efficient grower can feel free to improve and expand his organization with the feeling that his progress will not be retarded by measures which favor the inefficient grower."

"The British government should realize the responsibility that will rest on its shoulders in automatically setting up competition which can only work to the detriment of itself. By its delay in lifting restriction the government is driving out of business a lot of industries which would otherwise be markets for rubber."

## Brooks Steam Car Travels in Canada

**Halifax, N. S., Oct. 12.**—The Brooks steam car arrived here last week, having come all the way from the factory in Stratford, Ontario, through four provinces, stopping at every city and town en route.

This is the first time the Brooks has been seen in this part of the country, and its arrival created considerable curiosity. The car, a five passenger sedan, is the product of the Brooks Motors, Ltd., Stratford, Ontario. Kerosene is used as a fuel to generate the steam.

One of the features in which the makers take pride is that it is Canadian-made from tire to cover.

It is understood that in the near future it is the intention to invade the United States market with this car.

## MOON AND DIANA SALES ALREADY EXCEED '24 MARK

**St. Louis, Oct. 12.**—Back at the Moon factory after a recent 4,000-mile tour through the East, during which time he made an intensive survey of Moon and Diana sales conditions and visited many distributors and dealers of these cars, P. H. Rengers, general sales manager of the Moon Motor Car Company, expressed himself as being very enthusiastic upon the outlook for sales for the next several months.

"The first nine months of this year we have sold more cars than during the entire year of 1924," said Mr. Rengers, "and our dollars and cents business is by far greater due to the great volume of closed models sold during this period."

"The Moon Motor Car Company added fourteen distributors and seventy-one dealers to its distributor and dealer organization during the months of August and September."



## DEMAND GROWS FOR HEAVY CARS, BUFFALO FINDS

**B**UFFALO, N. Y., Oct. 12.—Perhaps the outstanding feature of the new car market this week is the steady demand for cars of the heavier types.

Buick dealers, for example, are several hundred oversold at the present moment.

Pierce-Arrows are selling strong, especially the series 80, the result having been to greatly increase year's volume of the Buffalo distributing agency, according to E. C. Bull, who is in charge.

The business in medium priced cars is spotty for this time of the year and the same is true of the cheaper cars, with perhaps the exception of Ford, which is well oversold at the present moment.

The result of this has been that the number of used cars of the higher priced types that are being traded in now is so great that dealer's stocks are accumulating more than they desire and used cars selling at \$1,500 and up are not moving at all well.

Used cars selling at \$300 to \$600 are going briskly, however.

### IN LEXINGTON, KY.

Lexington, Ky., Oct. 12 (U. T. P. S.).—September came to a close auspiciously for most automobile dealers here. Some of the dealers report that it was the banner month of the year for them, while others say that no let-down in the volume of sales has been observed.

Factories are beginning to send more cars through, but shortages in new cars are still handicapping some agencies, which report all the way from ten to more than twenty unfilled orders.

While further reductions were announced on two cars during the last week, Lexington dealers assert that the period of price reductions is ended.

### PROSPERITY AHEAD

Wichita Falls, Tex., Oct. 12.—More than \$500,000 has been spent for the construction of new garage buildings and salesrooms in Wichita Falls during recent months.

With local bank deposits totaling \$24,820,609 for September, an increase of \$7,337,704 over September, 1924, automobile men are looking forward to one of their banner years for car sales. Good crops are reported throughout northern Texas, cotton and wheat being exceedingly good, as well as new oil fields being developed which promise to bring an influx of wealth into the territory. June, July and August were said to be the best months in automobile sales since 1920, a boom year.

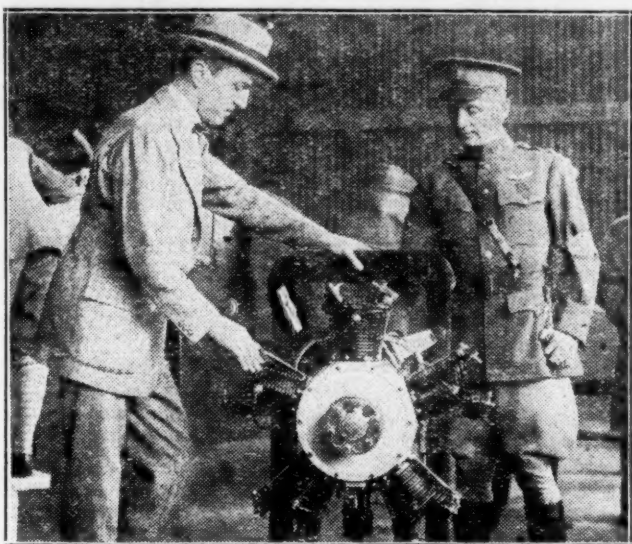
### AUTO SHORTAGE

Dubuque, Ia., Oct. 12.—A shortage of automobiles in several of the popular makes is slowing up the sales of these cars, although sales during recent weeks average slightly higher than a year ago. Prospective automobile buyers, according to local dealers, are reluctant to buy when they know that deliveries cannot be made for several weeks.

The Belsky Motor Company, Buick distributor in Dubuque, received a shipment of seven cars a few days ago, all of which were sold long before delivery. Chevrolets, Fords and other makes are behind in deliveries. Orders for the new model Fords have been received in large numbers by the Universal Car and Tractor Company, local Ford dealer.

According to local automobile dealers, the prospects for both new and used car sales during the coming year are exceptionally good in this section. Optimistic crop reports and the prospect of good prices for farm products lead automobile men to expect that the demand for cars in the rural sections will be heavy.

**NEW ROTARY MOTOR**—Capt. Eddie Rickenbacker explaining new type that he has designed for commercial planes to Major J. H. Rudolph, army technical expert. Story appeared recently in Automotive Daily News.



International Newsreel Photo

## Distributor Doings

### ON VISIT HERE

Auburn, Ind., Oct. 12.—Fred Walker of Fred Walker, Pty., Ltd., Auburn distributors in Melbourne, arrived in the United States recently for a visit to the Auburn factory in the interests of Auburn distribution in Melbourne. Mr. Walker reports the prospects for sales of American motor cars in Australia as exceptionally promising.

### NEW STUTZ DISTRIBUTORS

San Diego, Cal., Oct. 12.—An announcement has been made of the appointment of the firm of King & Wetmore as Stutz distributors in the San Diego territory.

### TO HANDLE RADIOS

Dubuque, Ia., Oct. 12.—A radio department has been installed as a sideline by the Belsky Motor Company of Dubuque, Buick distributor. The Buick distributors claim to be the first automobile dealers in this territory to install a radio department as a sideline.

### KLATT SELLS OUT

Lincoln, Ill., Oct. 12.—E. L. Klatt has sold his interest in the automobile business of Klatt & Shepler to his partner, H. F. Shepler, who will operate alone under the name of the Shepler Motor Company. He will continue to distribute the Chevrolet car in the Logan county territory.

### UPPERCU COMBINES ITS BROOKLYN-LONG ISLAND CADILLAC INTERESTS

Brooklyn, Oct. 12.—The Upperpu Cadillac Corporation announces the consolidation of its Brooklyn and Long Island interests, with Arthur E. Randall in direct supervision. This consolidation becomes effective upon completion of the new Brooklyn Cadillac Building at Atlantic Avenue and Adelphi Street.

Mr. Randall founded the Upperpu Cadillac branch in Brooklyn in 1909. He gave the Brooklyn market his exclusive attention until 1920, when he assumed the additional duties of general sales manager and transferred his headquarters to New York, although continuing direction of the Brooklyn field. He is now re-establishing his headquarters in Brooklyn.

The six stories of the new building are already very much in evidence. Many service features are planned. It is estimated that there will be space and equipment to accommodate 600 cars at one time. The official opening of the building is planned for January 1, at which time Mr. Randall will act as host to all Cadillac owners of Brooklyn and Long Island.

## Used Car Sales Slump in Kansas City During Sept.

**K**ANSAS CITY, Oct. 12.—A decided slump in the sale of used cars in September is reported by leading Kansas City dealers.

"Our used car sales for September were more than 50 per cent. under that of last year," said Henry Rompel, in charge of the used car department of the Clester Motor Company, Ford dealer. "Our sales for the summer season also have been approximately 25 per cent. under that of last season."

"We account for this slump in our case to the rumors of a new Ford that were abroad for several months before the new models really were announced. Prospective buyers of light cars undoubtedly waited for the new Fords. However, we have been able to clean up our stock of used cars in good shape."

A big slump in the used car market also was reported by I. J. Smith, sales manager for the Farmers Ford Exchange, a company specializing in the sale of used cars to the farmers of Missouri and Kansas.

"September sales were approximately 25 per cent. off over last year," Mr. Smith said. "But now that the farmers are marketing their fall crops, business is beginning to pick up. Closed car models are in good demand just now. In fact, a good used closed light car is finding ready sale. Our prospects indicate October will bring our sales back to normal for the fall."

W. F. Shearer and Lee Archer, members of the firm of Archer-Munroe-Shearer Company, Hudson-Essex dealer, report a ready sale for light used cars, but reports the heavy lines as moving slowly. "Fords, Chevrolets and Essexes, in the closed models, sell rapidly," Mr. Shearer said. "The

heavier cars we take in on trades sell slowly."

F. B. Eastridge, sales manager of the Smith-Overland Motor Company, finds the used car sales troublesome in the number of transaction it take to "clean up" on a sale.

"We often make five deals to complete one sale," Mr. Eastridge said. "First, we take in the used car on an new car. Then we trade that used car in and receive a used car of less value and so on down the line. Our used car sales for the last month have been fair but the 'clean up' is not so good. Our sales of new cars virtually is double that of last year and naturally we have received more used cars in the transactions."

Other dealers also report a slump in used car sales, but all are expecting the sale of farm crops in the trade territory of Kansas City to revive the business.

## AUGUST GOOD AUTO MONTH IN SAN JOAQUIN

Fresno, Cal., Oct. 12.—Automobile sales in the San Joaquin Valley showed a remarkable gain in August over the same month last year. Fresno county increased 58 per cent. and the adjoining county of Tulare made a still better showing having jumped 130 per cent. Kern county to the south gained 77 per cent. and Stanislaus county to the north jumped 36 per cent. August sales of automobiles and trucks in Fresno county reached a total of 701 as compared with 443 in August 1924. Tulare county in the same period disposed of 270 and Stanislaus 251.

### NEW GARDNER BRANCH

Chicago, Oct. 12.—The Gardiner Motor Company, Inc., of St. Louis has opened a wholesale factory branch at 2001 Michigan Ave., in charge of Helm Walker, well known in Chicago trade circles.

for Economical Transportation



Vacuum fuel feed makes it possible to put the Chevrolet gasoline tank at the rear, where it is convenient and safe.

Everyone appreciates this quality feature of Chevrolet.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring .....	\$525	Coupe .....	\$675	Commercial Chassis .....	\$425
Roadster ....	525	Coach .....	695	Express Truck Chassis	550
		Sedan .....	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T



# Automotive Daily News

"Of, By and For the Entire Automotive Industry."

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Treasurer; Alexander Johnston, Secretary.

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Harry A. Tarantous, Advertising Manager, George M. Slocum, Manager Detroit  
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168 North Michigan Ave., Chicago, Ill. Mets B. Hayes, New England Manager, Little  
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## Co-operation

TIME was when trade was considered a grim battle to the death, in which rival merchants or manufacturers neither gave nor asked quarter. Commercial endeavor is still a rivalry, but within the past few years there has crept into the understanding of business men the realization that co-operation among companies in the same line of work advances the interests of all. Killing off rivals does not necessarily uplift the killer. In fact, a live rival on a friendly basis may actually be more benefit than one in bankruptcy.

This thought is inevitably brought to the mind of the student of industry when he attends a meeting of the National Automobile Chamber of Commerce. Here is an organization composed of members of a single close-knit industry. Many of them produce competing lines, among which there is bitter rivalry. Yet back of the healthful competition lies a remarkable spirit of co-operation. These manufacturers producing similar lines have for years shared patents. Within reasonable limits there is no process nor any "secret" in the factory of one member of the N. A. C. C. that is not open to any other member.

This is co-operation among members of a single industry raised to about the highest factor that human nature has yet reached. And please bear in mind that the automobile manufacturing group constitutes about the most successful industry in the world today. Co-operation has helped, not hindered, the automotive industry.

## Headlight Laws

IN a recent issue of the Automotive Daily News appeared a headline stating, "Utah's Headlight Law Proving Unsatisfactory." The article states that neither the enforcement officers nor the general public like the law. There is nothing remarkable about this. In fact, Utah would be unusual if it did like a headlighting law.

Texas is just having trouble with a similar statute, and scarcely a week passes that reports of dissatisfaction in this field do not come in from somewhere.

The truth is that our headlighting laws are inadequate because the whole matter of lighting control is on a wrong basis. There never has been a law framed that did away, under all conditions, with glaring and consequently dangerous lights. There is need of complete revision of lighting control. Manufacturers of controlling devices have done their best. They need some help from present experts in lighting control or from some yet unfound genius who will solve the whole problem at one stroke.

## Your Signature, Please

Sign the attached petition urging on Congress the necessity of repealing the excise taxes on motor vehicles and equipment. Paste a strip of paper on the bottom and have your employees and customers sign also. When you have all possible signatures mail the petition to The Automotive Daily News, 25 City Hall Place, New York city.

### A PETITION TO THE CONGRESS OF THE UNITED STATES FOR REPEAL OF THE EXCISE TAX ON MOTOR VEHICLES AND PARTS.

We, the undersigned citizens of the United States, dealers in and users of motor vehicles and equipment, respectfully and earnestly urge the repeal of the war-time excise taxes on passenger motor cars, motor trucks, parts, tires and accessories. During the period of the war and readjustment, these taxes were willingly and patriotically borne. The economic need for them has now passed. Their continuance is a serious hampering of business and a heavy burden on users of motor vehicles and equipment.

Signed.....

Address.....

## NEW ENGLAND BUSINESS GOOD

### October Finds Automotive Situation Bright, Review Shows

BOSTON, Oct. 12 (U. T. P. S.).—Early October finds the automotive situation in Boston and New England an extremely pleasing one. Almost every branch of the industry in the Hub is enjoying unusually good conditions.

The particular bright spot of last week was Hood Rubber. On the Boston Stock Exchange this stock reached its peak at 72 after jumping steadily through the week, with the stock unusually active in trading. Across the river in Waretown the tire department of the Hood Rubber Company is one of the busiest places in the world. They are working three shifts in this department, covering the 24 hours of each day. This extra activity is to catch up with orders, and new orders are pouring in.

This is the spending season in New England, and Boston distributors of cars are feeling the good effects of big crops and heavy summer tourist business in the three states north of us, where agriculture and summer visitors determine prosperity. Maine, New Hampshire and Vermont have had a boom year this season.

The bus situation here is unusually bright. The Public Utilities Commission is granting permits and accepting applications for new bus lines almost daily. During last week in Plymouth County another street railway abandoned twenty miles of track, and buses now do the business.

The selling of new cars has been as good as could be expected. The boom in Florida has helped, for many preparing to leave for Florida are buying new cars in which to make the trip. The showing of new models and the automobile shows held in connection with several of the biggest fairs, notably Brockton and Worcester, has stimulated business in the sale of new cars.

In the used car line the reports of dealers indicate good business which has been stimulated by unusually heavy advertising in the Boston papers. The sale of cars on the deferred payment plan is active, due in a great measure to the fact that the cotton and woolen mills in the state are running on full time, although there was a slight curtailment in wages in September.

In the tires and accessories retail field several things combined to make business good. The good conditions that helped sell new and used cars worked out well for the supply dealers.

From the accessory standpoint the warning by Registrar of Motor Vehicles Goodwin about wet leaves on the road being the cause of accidents in October made tire chains the leading seller in the accessory field. Goodwin's warning of the deadly combination of light October frost and dead leaves helped the tire dealers as well.

In another way the register has also helped the accessory dealers—this is his campaign against defective brakes and poor headlights.

### FRISCO ORGANIZES

San Francisco, Oct. 12.—As a result of the visit of H. L. Horning, president of the Society of Automotive Engineers, to this city this week, San Francisco now has a fully organized section of the national body with a membership of 125. Eddie Wood, superintendent of the motor vehicle division of the Pacific Gas & Electric Company, has been chosen president and W. S. Crowell is secretary.

### FISHER BODY DIVIDEND

Detroit, Oct. 12.—The Fisher Body Corporation has declared the regular quarterly dividend of \$1.25 a share, payable November 2 to stock of record October 21.

## Sales Scents

The factory salesmanager visited a branch in a city in the Middle West. After looking over the prospect cards and nosing around a while, he asked:

"Ours is about the best car sold in this city, is it not?"

On receiving an affirmative answer, he asked who were the ten wealthiest men in the city, and the branch manager was stuck after three names.

"Those ten men, whoever they are, should drive our cars," said the salesmanager, "and you had better get their names."

The branch manager was somewhat puzzled as to how to get them and did not make a start until the salesmanager suggested he go talk it over with the bank officials.

On the salesmanager's next visit he asked about the other 90 names of the 100 wealthiest men, but when he came back the third time and found that no other lists had been devised, he installed a new branch manager, on the theory that a man could not work without systematic list gathering.

## S.A.E. and N.A.C.C. To Meet in Chicago

Chicago, Oct. 12.—Plans are shaping for the joint meeting of the Society of Automotive Engineers and the National Automobile Chamber of Commerce to be held here at the Hotel La Salle November 9 and 10. It will be the third annual meeting of its kind, the makers and engineers assembling to discuss the mutual problem of trouble prevention.

Topics to be discussed will include "Maintenance for the Protection of the Car Owner's Investment," "Designing With Consideration for Repairman's Tool Equipment," "Corrosion and Lubrication," "Diagnosis of Troubles," "Fuel From a Service Standpoint" and "The Year's Development in New Devices for Improving Car

## N. A. D. A. Meeting In N. Y. Thursday

New York, Oct. 12.—Over five hundred executive members of the Automobile Merchants Association of New York, Inc., and their entire staffs of salesmanagers, salesmen and dealers have signified their intention of being present at the Sales Congress to be held under the auspices of the National Automobile Dealers' Association on Thursday evening, at the Hotel Astor.

National authorities will discuss sales, sales plans, salesmanship, management, maintenance, used cars, profits and market analysis from the standpoint of successful methods used by prosperous dealers and distributors.

C. B. Warren, chairman of the sales congress committee of the Automobile Merchants' Association, stated that the program will start promptly at 7.30.

The meeting will be under the direction of Charles E. Gambill, president of the N. A. D. A., including C. A. Vane, general manager of the N. A. D. A.; A. R. Kroh, sales promotion adviser; Edward Payton, whose reputation as market analyst is second to none, and two other national authorities on automobile merchandising methods. The success of this sales congress is more than assured.

### GENEVA MOTOR SHOW ON

Geneva, Oct. 8 (Special to A. D. N.).—An exhibition of automobile ambulances is being held here from October 7 to 18, under the patronage and on the premises of the International Red Cross Society.

Operation." A "question hour" will be held after the last session.

There will be morning and afternoon sessions on each of the two days, the first and last being in charge of the N. A. A. C. The Automotive Equipment Association show will be held the same week at the Coliseum, and a conference with members of that association and the factory service managers will be held following the official service convention.

## Coming Automotive Events

### OCTOBER

- 8-17—London, England. Olympia Passenger Car Show.
- 12—Lockport, N. Y. New York State Auto Association Convention.
- 12—Salem, N. H. American Automobile Association race.
- 12-14—Pittsburgh, Pa. Pennsylvania Automotive Association Convention.
- 13-14—Montreal, Canada. National Association of Automobile Insurance Companies Convention.
- 14-15—New York City. National Automobile Dealers' Association meeting.
- 16—Binghamton, Jamestown, N. Y. National Automobile Dealers' Association meeting.
- 17—Salem, N. H. American Automobile Association race, at Rockingham Speedway.
- 17-Nov. 1—San Francisco, Cal. Fifth Annual California Industries Exposition.
- 18-31—Salonica, Greece. First Annual Sample Fair.
- 19—Oxford, W. Va. National Automobile Dealers' Association meeting.
- 20—Charlottesville, Va. National Automobile Dealers' Association meeting.
- 20-30—Grand Rapids, Mich. Michigan Association of County Road Commissioners and State Highway Department Building Show.
- 20-21—Greensboro, N. C. Carolina Automotive Association meeting.
- 21-31—Boston. American Welding Society.
- 21—Roanoke, Lynchburg, Va. National Automobile Dealers' Association meeting.
- 22—Washington, D. C. National Automobile Dealers' Association meeting.
- 23—Richmond, Norfolk, Va. National Automobile Dealers' Association meeting.
- 24-Nov. 8—Shreveport, La. Auto Show at State Fair.
- 24—Charlotte, N. C. A. A. A. race.
- 25-31—Huntington, W. Va. Ninth Annual Auto Show and Fashion Review.
- 27—Charlotte, N. C. National Automobile Dealers' Association meeting.
- 28-30—Grand Rapids, Mich. Road Building Show.
- 29—Jacksonville, Fla. National Automobile Dealers' Association meeting.
- 29-Nov. 7—London, England. Annual Truck Show.
- 30—Miami, Tampa, Fla. National Automobile Dealers' Association meeting.

### NOVEMBER

- New York City. Society of Automotive Engineers, service engineering meeting.
- 5-7—Chicago. Annual Convention and Show.
- 7-15—Sao Paulo, Brazil. Automotive Exposition.
- 9-14—Chicago. Convention and Show. Automobile Equipment Association, Coliseum.
- 9-14—San Francisco, Cal. All-Western Road Show.
- 13-14—Philadelphia. Society of Automotive Engineers, automotive transportation meeting.
- 12-13—Des Moines, Iowa. Iowa Automotive Merchants' Association Convention.
- 15-21—New York City. Automobile Salon, Inc. Twenty-first Annual Automobile Show, Hotel Commodore.
- 17-19—St. Louis, Mo. National Tire Dealers' Association Convention.
- 26—Los Angeles, Cal. A. A. A. 250-mile race.
- 26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdamm.

### DECEMBER

- 1-8—Pernambuco, Brazil. Good Roads Conference.
- 3-4—Washington, D. C. Fifth Annual Meeting of Highway Research Board.
- 5-16—Brussels, Belgium. Annual Automobile Show.

### JANUARY

- 9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11—Chicago. American Road Builders' Association Annual Convention.
- 11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16—New York City. National Automobile Show.
- 12-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
- 16-23—Cincinnati, Ohio. Automobile Show.
- 16-23—Milwaukee, Wis. Automobile Show.
- 23-30—Cleveland, Ohio. Automobile Show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 27—Detroit, Mich. Sixth Annual Convention.
- 30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.

### FEBRUARY

- 1-6—Chicago. Chicago National Show.



**J.H. NEWMARK, Inc.**  
FISK BUILDING  
250 West 57th Street, New York City  
**AUTOMOTIVE ADVERTISING**



## Leading Cities Report Big Accessory Sales Increase

**CHICAGO, Oct. 12.**—The automotive accessories business in Chicago showed a sharp increase in volume during the last week, according to dealer reports.

Following the last two weeks in August and the first week in September, when a slump in business occurred, sales are now rising strongly, in most cases much above the sales for the same period last year.

W. H. Wilking of the Chicago Automotive Supply House said: "The last week has been very good, and much better than the first week in October, 1924. We suffered a drop in the volume of business during the late summer months, but sales are showing strong rises, and have been doing so for the last three weeks. I look forward to an excellent fall and winter season. We are already filling advance orders for winter accessories, such as robes, heaters, radiator covers and shields, winter tops for open cars and all the other cold-weather accessories."

United Motors Service reports sales holding to a steady level, with no unusual volume of business. Last week was much better than the same week in 1924. F. G. Harris, sales manager, said.

H. M. Behan, manager of the Chicago Auto Equipment Company reports a good week, with a very good increase in volume of sales. "The accessories trade in Chicago is at its low point now," Mr. Behan said, "still business is good. The period between summer and early fall generally sees a slump in business, but this year the drop has been small. We look forward to a very good season, a record-breaker, in fact."

### FEATURE TIRE CHAINS

**St. Paul, Minn., Oct. 12.**—Accessory dealers here are featuring tire chains and alcohol for radiator use, as below freezing weather arrived for the first time this fall.

Constant rain has turned city streets into danger zones and scores of accidents have been reported in the last few days.

Sales of tire chains are being conducted by the Western Auto Supply Company, the Reed Motor Supply Company, 147 West 3d St., and others with great success.

Oil companies, accessory shops, garages and even drug stores are laying in supplies of alcohol and non-freezing radiator solutions, and many sales already have been reported to individual motor car owners.

### MARKET BETTER

**New Haven, Oct. 12.**—Sales volume in the local automobile accessory market took an appreciable jump during the past week over that of the week before, due, no doubt, to the fact that the weather took on wintry aspects, rain falling most of the time.

"Chains and car heaters are already beginning to sell in early preparation for winter," says Samuel Schwartz, one of the largest auto accessory dealers hereabouts. Schwartz looks for a big increase in accessory sales during this month.

## New Type of Glass Cutting Machine Used by Ford

**Los Angeles, Cal., Oct. 12.**—The Weber Showcase and Fixture Company has received an order from the Ford Motor Company of Detroit for twenty-two glass cutting machines, totaling nearly \$250,000.

The glass cutting machines are patented and are the invention of Karl Weber, son of the president of the showcase firm. The devices are an improved and more economical method of cutting and beveling plate glass, according to officials of the firm.

It is claimed that the machine reduces the cost of glass cutting to about 10 per cent. of the usual cost and that the work is far superior to that turned out under the old method.

The Ford company made its first purchase of a glass cutter several months ago, and after two weeks' trial ordered twenty-one more for its branch plants. Estimates place the saving to the Ford company at about \$1,000,000 by the use of the machines.

## New Invention in Steel Making

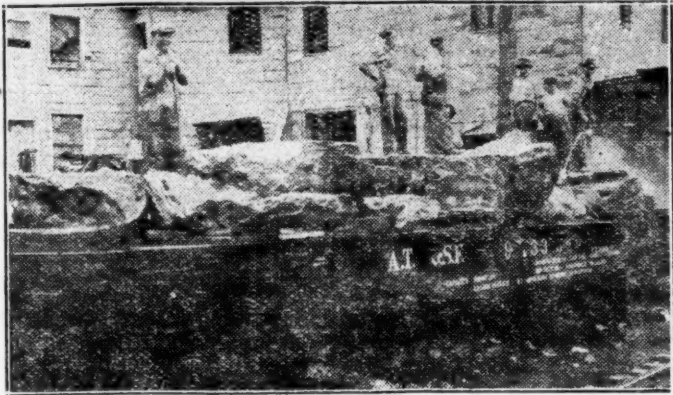
**London, Oct. 12 (U. T. P. S.).**—A revolution in the steel-making industry is claimed by leaders in the industry through the posthumously announced invention of Herr Jonas, who was a director of the Berlin Iron Foundry and Engineering Company. Production of this new steel costs about 10 per cent. more than by existing methods, but improved qualities of durability will result in a saving estimated at 30 per cent., it is said.

Castings are so smooth that a thickness of 4 mm. can be produced, unbreakable under the hammer. Castings can be forged, welded and hardened, while cold bending presents no difficulty. By the furnacing method the new material contains but .03 per cent. of carbon, only slight traces of sulphur and phosphorous and no oxygen.

### DETROIT MEETING CALLED

**Detroit, Oct. 12.**—The Service Managers Association of the D. A. D. A. will hold its first meeting of the season October 14 in the General Motors Building. R. B. Perry, sales manager of the Lubretor Company, Columbus, O., will read a paper on "Cylinder Wall Lubrication," illustrated with charts and models. The meeting will be preceded by a dinner. Meetings in the future will be held every month.

**GEAR SHIFT BALLS IN THE ROUGH!**—Shipment of forty tons of onyx being transported from the mines of the Yavapai Onyx Company in Arizona to factory in Dubuque. Approximately 50,000 gear shift balls were made from this one shipment.



## May Make Plates For Other States

**Olympia, Wash., Oct. 12.**—That the state of Washington is contemplating entering the business of manufacturing motor vehicle license plates for other states is the declaration of Olaf Olsen, state director of business control.

So successful have been the plates manufactured at the plate mill at the state penitentiary at Walla Walla that one state, unsolicited, this year invited the state of Washington to submit bids on manufacturing its plates. Director Olsen said, adding that the invitation was declined, because the state did not possess necessary equipment to go ahead with the work on an extensive scale.

However, state officials are considering entering the motor vehicle license manufacturing field, believing that by this means they can give employment to many prisoners who now are idle.

For the state of Washington alone, the plate mill this year will manufacture more than 350,000 automobile license plates for 1926 distribution, at a saving of more than \$20,000 to the state, officials estimate.

## ASSOCIATED OIL TO OPEN NEW PLANT

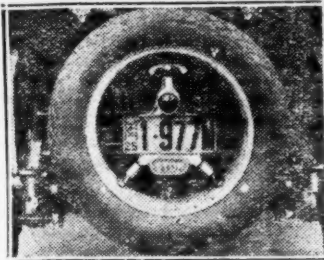
**Tacoma, Wash., Oct. 12 (U. T. P. S.).**—The Associated Oil Company has announced that its new Tacoma distributing plant, located on the tide flats, will be opened in two weeks. This plant includes an 80,000-barrel tank for storage of fuel oil. The new plant has deep sea wharf facilities and is in the heart of the industrial area.

### CROFOOT EXPANDS

**Fond du Lac, Wis., Oct. 12 (U. T. P. S.).**—The Crofoot Lumber Company, which has operated a filling station for the last six years, has found it necessary to enlarge his plant to take care of its growing business. It is now building practically a new station and installing additional storage tanks with a capacity of 45,000 gallons of gasoline.

## New Accessories

### TAYLOR TIRE CARRIER



Machined from polished castings, either in bright aluminum or black enamel, the Taylor balloon tire carrier, made by the Brennan-Taylor Corporation, Detroit, is designed to engage the rear tubular cross member. The regular tail light is removed to the socket on the carrier provided for it, and a place is also provided for a stop light under the license plate. The rods hold the carrier in place on the tubular cross member.

It is adaptable to the following makes of cars and any make of rim: Buick, Cadillac, Hudson, Packard, Jordan, Hupmobile, Lincoln, Peerless, Pierce-Arrow, Rickbacker, Studebaker, Flint, Willys-Knight, Chrysler and others with a tubular cross member.

### POWELL RUBBER SHACKLES

Rubber shackles for installation on Ford cars are now being made by the Powell Rubber Bushing Company, Utica, N. Y. They are attached readily by removing the regular metal shackle bolts and slipping the rubber shackles in their place.

Advantages claimed for their use are: Elimination of rattling, no oiling required, hold car steady and lessen rebound, save damage to springs, lessen road pounding, and improve riding qualities.

The shackles are made so that the weight is supported on bolts that go through sixteen rubber bushings. All metal parts are rust-proofed and painted black.

Price, \$17.50, a set of four.

## AMERICAN AUTOMOBILES TO BE SHOWN IN SCOTLAND

**London, Oct. 12 (U. T. P. S.).**—So far as can be gathered, the following American automobiles and trucks will be exhibited at the forthcoming Scottish show: Maxwell, Chrysler, Essex, Dodge, Durant, Willys-Knight, Moon, Studebaker, Overland, Hupmobile, Buick, Chevrolet and Graham Bros.

Owing to the destruction by fire of the exhibition hall at Glasgow, the show will be held at Edinburgh this year.

## WIRE WHEEL CORP. WINS REPARATION ON RATES

**Buffalo, N. Y., Oct. 12 (W. S.).** The Wire Wheel Corporation of America has been awarded reparation in the matter of freight rates on iron and steel products shipped from Cleveland, Youngstown, Girard and Warren. The amount of reparation awarded covers a period of three years.

## ACCESSORIES FOR WINTER USE NOW LEAVING SHELVES

**PHILADELPHIA, PA., Oct. 12 (U. T. P. S.).**—Continuation of the reaction to improve conditions in the automotive equipment trade has characterized business in this city and vicinity during the past week.

The gross sales volumes of leading accessory dealers and distributors have succeeded in maintaining the level attained two weeks ago and are materially larger than for the corresponding period of 1924.

Since last week's trade review, some houses have remarked an encouraging movement in small tools for welding, and wrenches of various types, while the low temperatures and intermittent rains have considerably accelerated sales of automatic windshield wipers, wheel chains and lap robes, especially those of medium price. Stop and spot lights also are in fair request, and both rear and front bumpers, as well as fender guards, continue to be among the liveliest selling items.

While automobile dealers in the metropolitan area report that there is no heavy demand at their accessories counters at this time, garage operators in the outlying sections, whether holding car sales franchises or not, are experiencing fair trade in automotive equipment, particularly of the kinds requiring mechanical attachment. The bulk of the highly favorable reports of accessories sales is coming from the regular dealers and distributors of automotive necessities.

Automobile lamps and flashlights of various makes are commanding considerable attention from the public at this time, as is lighting equipment generally. Horns, magnetos, heaters and steering wheel warmers show encouraging movement, while a few dealers say customers contemplating long trips are ordering anti-freeze compound. Radiator shutters are selling a little better than last week, but the gain is not marked.

Oil aerators and shock absorbers are selling rather freely in some stores and are quiescent in others; gasoline gauges appear to be good in many localities.

The movement in inclosures for winter and in storm curtains of several kinds has gotten well under way the past week. Concerns handling Ford equipment state that there is a heavy, continuous demand for khaki top boots of both low and medium price for Ford runabouts, especially those top boots piped with red, or some other bright colored material. These goods are being sold in quantities to college boys and those who follow their example. Not only Fords but other small cars are being tricked out by their owners with numerous kinds of accessories and parts, many of which are attached in surprisingly unusual places on the car, evidently to attract attention.

### MEXICO TO BUILD ROAD

**Laredo, Tex., Oct. 10.**—Tourists from the United States into Mexico, who have found the roads across the line almost impassable, will be pleased to learn that work on the Nuevo Laredo-Monterrey link of the highway to be built from Nuevo Laredo, across the river from Laredo, Tex., to the City of Mexico will begin this month.

### DEDICATES GARAGE

**Shelbyville, Ill., Oct. 12.**—M. O. Finks has dedicated his new fire-proof garage at 305-9 North 1st St. with a grand ball, sponsored by the Order of Elks. Three hundred couples participated. The plant cost \$35,000.

Behind Continental leadership is a long record of practical experience, and tremendous resources in men, materials and methods.

**Continental Motors Corporation**

Offices: Detroit, Mich., U. S. A. Factories: Detroit and Muskegon  
The Largest Exclusive Motor Manufacturer in the World



## OCTOBER REAPS HARVEST OF NEW AUTO PARTS

WASHINGTON, Oct. 12.—Everything from an airplane landing gear to a windshield heater is included in the early October harvest of patents. This week's list follows:—

Airplane landing gear, W. A. Ray and R. B. Heisel; airplane safety device, L. Doucet; airplane with folding wings, F. A. Humpus, air cleaner, A. A. Bullus; automobile block, L. P. Hughes; automobile frame stiffener, J. C. Moore; automobile radiator cap fixture, S. E. Miller; automobile signal, H. R. Reynolds; automobiles, rebound check for, M. Van Meter; axle, vehicle, H. E. Tomlinson and H. P. Kinsolving; brake shoe with distant electromagnetic control, F. Deloison and J. Dayon; brush holder, L. W. Selby; bumper, M. Chick; car door lock, automatic safety passenger, L. Maury; car identifying means, S. K. Wood; carburetor, duplex, C. G. Krebs; choke and needle valve control, combined, J. R. Timmer; clutch brake structure, T. C. Kaseberg; clutch construction having toothed fiber disks, W. R. Coughtry; clutch, friction, C. G. Wood; clutch, lock, automatic, R. C. Stevenson; clutch mechanism, C. B. Simmons; clutch release mechanism, automatic, M. R. Karse and F. O. Conill; engine starter, J. H. Richards; engine starter, H. E. Van Ness; engines, air purifier and moisture for internal combustion, L. H. Hayes; engines, carburetor for hydrocarbons, J. G. Vincent; engines, cylinder cover for internal combustion, G. Mangold; engines, magneto for internal combustion, D. Y. Wheatley; engines, piston for internal combustion, S. L. G. Knox; engines, preparation of a carbureting fuel mixture for internal combustion, H. Terrisse; engines, valve gear for elastic fluid, A. Caprotti; fender brace and bumper, combination, rear, A. R. Brocksmith; fender guard, L. P. Halladay; friction drive, yielding, O. Brieux; gear shift lever, protector foot for, H. E. Mitchell; gearing, differential, G. C. Goodhart; grease injector, J. H. Becker; headlight, E. Lee; headlight, N. H. Rice; headlight for automobiles, J. A. Skoglund; internal combustion engine, A. H. Fox; lamps, shock absorber for vehicle, C. H. Brady; metallic bodies, method of and apparatus for baking coatings, J. Ledwinka; motor, F. Rusicka; motors, attachment for internal combustion, M. W. Carroll; piston ring, J. R. Gregg; piston rings, metallic, J. R. W. Gregg; piston rings and the like, grooving, G. H. Higgins.

Plane, E. A. Schade; plant-setting implement, G. J. Deckerman; plow, Simplex tractor, T. B. Conner; pump, lubricating oil, O. J. Hack and E. Blauhorn; rubber machine for treating, D. R. Bowen and C. F. Schnuck; rubber, retarding the deterioration of, S. M. Cadwell; rubber, process for making, H. C. Young and C. M. Macbeth; signaling apparatus, S. Miskelly; signaling system, J. Davidson, Jr.; signaling system, high frequency multiplex, L. Eschenried and H. A. Affel; spark plug, W. McElroy; spark plug, H. Sampson; tail light facemate, I. V. Edgerton; tire alarm, N. Phillips and A. J. Martin; tire, inner tubes, tool for facilitating the rolling of pneumatic, G. W. Allen; tire support, R. H. Dunham; tire, truck, M. Schneiderman; tractor top, J. B. Logemann; tractors, attachment for, C. F. Bash; valve accelerating device, E. Tyden; valve, automatic pressure control, T. E. Crockett; valve check, J. L. Gorman; valve, choke, C. C. Harris; valve, control, E. V. Anderson; vehicle wheel, non-skid, J. McMullen; vehicles, construction of motor, L. R. Ray; vehicles, controlling device for motor, J. H. Tag; vehicles, direction indicator for motor, G. E. Bates; vehicles, radiator shell for motor, W. R. Miner; vehicles, safety device for motor, F. M. Hake; vehicles, shock absorbing device for motor, S. F. Bashara; vehicles, speed and power controlling mechanism for, G. E. Molyneux; vehicles, stabilizer for two-wheel, C. F. Leonard; vehicles, theft alarm for motor, H. Schaefer; vulcanizing stud for tube making, M. A. Marquette; windshield cleaner and heater, J. G. Redshaw.

### LEESBURG TO MOVE

Fostoria, O., Oct. 12.—Leesburg Manufacturing Company will move to Andover, O., October 15. The company makes piston rings and will add snuffing boxes and spring winders. It is capitalized at \$50,000 and has been operating four years.

### NEW STORE OPENED

Chicago, Oct. 12.—Armstrong Tire Company has opened a branch store here, the third of its kind. The new store will carry a complete line of automobile accessories, tires and tubes, according to Manager Steinberg.

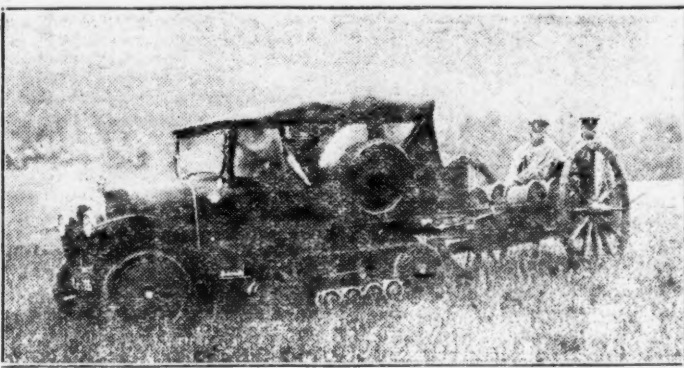
## W. L. ROWE, INC.

FISK BUILDING  
250 W. 57th Street, N.Y.  
AND  
Genl. Motors Bldg., Detroit

Manufacturers'  
Representative

Automotive Accessories

**CATERPILLAR MOTOR CAR** used by men of the United States Army Signal Corps for laying wires. These tractors break no speed records, but army men find they get there in time, regardless of rough paths.



(Underwood & Underwood)

## Equipment News



Lou W. Longan

Chicago, Oct. 12.—The Link-Belt Company announces the appointment of Lou W. Longan, link-chain transmission engineer, a general supervisor of its silent chain front-end division in Detroit. He succeeds George L. McCain.

### PRODUCTION HIGH

Chicago, Oct. 12.—Shafer Bearing Corporation reports business as highly satisfactory, the production of the Shafer self-aligning roller bearing reaching the highest peak in the history of the company, according to the officials.

### IN NEW QUARTERS

Indianapolis, Oct. 12.—The Enamel Products, Inc., is moving into larger quarters at 546 South Meridian St., occupying the factory formerly used by the Metal Products Company. A 1,000-ton embossing and forming press has been purchased and installed in the new factory, being one of the largest and most powerful of this kind used in the manufacture of embossed and enameled name plates and emblems. Officers of the company are Ralph W. Stoddard, president and sales manager, and Clark Swinehart, treasurer and general manager.

### LARGER QUARTERS

Detroit, Oct. 12.—The Brennan-Taylor Corporation is now occupying larger quarters at 439 East Fort St. It manufactures Taylor tire carriers and Taylor DeLuxe bumpers.

### HAS NEW HOME

Dayton, O., Oct. 12 (U. T. P. S.). The Dayton Auto Parts Company has just completed a large building on South Jefferson Street to house its rapidly growing business.

## BENDIX BRAKE KEPT BUSY WITH NEW ORDERS

Chicago, Oct. 12.—Officials of the Bendix Brake Company, South Bend, Ind., state that orders from auto manufacturers call for immediate delivery of 2,000 sets of brakes a day.

Officials declare present orders on the books run well over \$6,000,000. The plant has been increased 500 per cent., a new office building is being erected, twice the size of the present one, and ground is also being broken for a modern cafeteria and garages for employees and executives.

### CROP FAILURES HURT

Brenham, Tex., Oct. 12.—Only thirteen new automobiles were registered in this county in September, compared with 101 new cars registered in September, 1924, crop failures caused by the long drought having very materially decreased the sale of automobiles, tires and accessories. Up to this date this year 385 new cars have been registered in the county.

## Springfield Gas War Drives Out Independents

Springfield, Mass., Oct. 12.—The result of price cutting in the local retail gasoline market has been the elimination of several independently owned stations, according to reports. Within one week two former independent stations that have sold Pan-American gasoline have been acquired. Colonial, too, is reported as having taken over at least one station.

Independents look upon this move of the wholesale oil men as but a forerunner in an expansion program that will eventually put the independent operator out of business.

## Accessory News

### EATON BUMPER EXPANDS

Minneapolis, Oct. 12.—The Eaton Bumper and Spring Service Company of Cleveland has leased several thousand feet of floor space at 208 2d St., North, to be used as a northwest distributing office, according to J. A. O. Preus, manager of the Minneapolis company. During the past several years the company has supplied the Northwest with bumpers from its Chicago branch office. J. J. Blockinger, former Eastern representative of the Eaton company, has moved to Minneapolis to be the branch manager here.

### SHALER EXPORTS

New York, Oct. 12.—South American jobbers are building up a large trade on Shaler five-minute vulcanizers and Shaler patch-and-heat units, for repairing punctures in automobile tires, and for some time have been ordering them in carload quantities.

### TO HANDLE G. B. S. SERVICE

Detroit, Oct. 12.—A. O. Dunk, president of the Puritan Autoparts Company, Detroit, announces that final arrangements have been made with George W. Golden, president of Golden, Belknap & Swartz Co., motor builders, to handle the complete service of G. B. S. Motors. This covers service on more than 100,000 trucks and cars.

### IN DIFFICULTY

New Haven, Conn., Oct. 12.—William M. Saunders, auto accessory dealer of Hartford, has filed a voluntary petition of bankruptcy in the United States Court here. He lists his liabilities as \$2,962.86 and his assets as \$12,907.38, the latter including war insurance policies of \$11,500.

### CAMPBELL BRANCH

Decatur, Ill., Oct. 12.—The Fred Campbell Auto Supply Company of St. Louis has decided to open a branch here and has taken a five year lease upon the Cook building at 332-336 East Main St. Extensive remodeling of the building is necessary to carry the stock of automotive accessories which will be distributed. This will be the second branch of the company, the first being recently opened at Terre Haute, Ind. A. C. Ehrhard, a director of the company, will be manager.

## Oil Men Protest Gas Price Cutting by Auto Dealers

CHICAGO, Oct. 12.—The National Petroleum Marketers Association is asking the co-operation of the oil industry to impress automobile manufacturers with the "essential unfairness" of action of motor car dealers in holding up the oil business to "unfair and demoralizing exploitation."

This movement came about as a result of gasoline price cutting on the part of certain automobile agents in Milwaukee and elsewhere.

"It is as unfair and unsound for a motor car dealer to advertise our products on a non-profit or otherwise unfair competitive basis as it would be for us to attempt to sell their products on the same basis," says President Nicholas. "We believe this matter to be a national issue."

"We have no right to tell the automobile industry that it shall not go into the oil business as a side line, but it is very logical that we should object to it just as strenuously as they would object to our handling automobiles at demoralizing prices as a side line."

The specific incident bringing on this action was announcement of an auto dealer in Milwaukee of cut-price gasoline for the month of September. The association promptly protested to the manufacturer, in Detroit. The latter responded by saying it would not encourage, or even countenance, any action or policy that might be construed as antagonistic to the interests of the oil industry. The manufacturer has issued a bulletin to district representatives cautioning agents against selling oil products at demoralizing prices for the advertising value involved.

## BIG GASOLINE MERGER FORMED IN GERMANY

Berlin, Oct. 12 (U. T. P. S.).—A gasoline combination has been formed here under the name of the Deutsche Petroleum Aktien-gesellschaft with a capitalization of about 35,000,000 marks (approximately \$7,000,000.)

Fifty-five firms are reported to have joined together in this merger. The Steva Company is said to be interested also.

## Oil Activities

### BERO JOINS NORTHERN

Duluth, Minn., Oct. 12.—John Bero, for the past eighteen years associated with the Texas Company, refiners of Texaco gasoline, has joined the Northern Oil Company of Duluth and will have full charge of sales in Duluth and on the Iron Range.

### BOYLE OIL ORGANIZES

Chicago, Oct. 12.—Joseph L. McGuire, James P. Boyle and Harry S. Seaman have organized the Boyle Oil Company, with headquarters at 327 South La Salle St. The concern is capitalized for \$75,000 and will own and operate gas and oil stations.

### GAS SUPPLY FOR PLANES

DuBois, Oct. 12 (U. T. P. S.).—A 500-gallon gasoline tank is being installed at the emergency landing field of the United States aerial mail service in this city, and a supply of fuel will be kept constantly on hand in order to speed up service for such New York-Chicago planes as are forced to use the emergency landing field because of the lack of gas in the future.

### UNION OIL EXPANDS

Los Angeles, Cal., Oct. 12.—Indicating expansion of the company's business in all parts of the territory covered, four new distributing depots have just been opened by the Union Oil Company of California. It is announced by E. S. Sharp, manager of stations.

### SINGLETON HONORED

Toledo, Oct. 12.—M. R. Singleton, general manager of the Paragon Refining Company, has been elected a member of the board of trustees of the National Petroleum Association.

### MANY NEW WELLS

Los Angeles, Cal., Oct. 12 (U. T. P. S.).—Closing in of important producing oil wells is in progress all over California. Reports of new wells coming in, rich in gasoline content, being closed in as rapidly as shot are also confirmed. About 75,000 barrels a day of raw product is now shut off the present market.

## EVANSVILLE SEES GOOD PARTS SEASON AHEAD

Evansville, Ind., Oct. 12.—In spite of the low report in sales for the week ending Saturday, October 3, during which period total sales amounted to approximately \$20,000, local accessory dealers regard prospects for the fall season as good. General business conditions are reported improving. Despite the lower weekly record, September in general is reported by dealers as much as 20 per cent. better than last year. Distribution houses employing salesmen covering the country districts attributed last week's poor report largely to bad road conditions.

### REBUILDING GARAGE

Lexington, Ky., Oct. 12. (U. T. P. S.).—The steel for the girders of the new Mammoth Garage building has arrived and the structure is rapidly being erected. The garage was destroyed by a fire about a month ago, entailing a loss of \$250,000.

### TO MEET IN DETROIT

Detroit, Oct. 12.—Members of the American Gear Manufacturers' Association have voted to hold their annual spring meeting in Detroit next May. The organization recently met at French Lick, Ind.



Every enterprising dealer has formulated an opinion as to what constitutes a good tire franchise. Write today for the Hewitt proposition and you will find that Hewitt Tires and the Hewitt Policy will come pretty close to your highest expectations.

HEWITT RUBBER COMPANY

Buffalo.

New York.



## MILWAUKEE WILL HAVE NEW LINE OF BUSES BY NOV. 1

ST. PAUL, MINN., Oct. 12.—Milwaukee and northern Wisconsin are to be invaded by a St. Paul motor traction company, it was learned here. Forty of the latest type Pullman motor buses, owned by the American Auto Transit Company of St. Paul, will be on the streets of Milwaukee November 1, if the city council there approves the unanimous report made by a special committee of the council Monday.

Ten more buses of the same type will be operated on the Milwaukee-Green Bay line, beginning at the same time, and two additional lines are now being planned by engineers. The value of the buses to be used approximates \$500,000. It is expected the repair shops and depots to be used by the company will total \$250,000 additional.

Formal announcement of the new line is expected to be made following the granting of the franchise Monday, but W. T. Kenney, president of the company, admitted today that his outfit had "completed all arrangements to enter the Milwaukee territory." "None of the lines projected will operate on streets already served by street car lines," Mr. Kenney said. "Milwaukee is anxious for the bus service if the sentiment already expressed there is any indication."

It is understood that the American Auto Transit Company ultimately intends to operate a bus line from the Twin cities to Milwaukee to serve territory now without modern bus lines.

The Wisconsin Traction Railway Company is understood to be bitterly opposing the entrance of the American Auto Transit Company into the Milwaukee field. Monday the council will make its final fight to prevent the St. Paul Bus Company from obtaining its franchise.

## AUSTRALIAN LAW MAKES DEMAND FOR LIGHT TRUCK

Sydney, Australia, Oct. 12 (U. T. P. S.).—Since the recent passage by the Victorian Legislature of a law prohibiting the use of trucks weighing more than ten tons gross there has been a marked falling off in the sale of heavy automotive vehicles, and a good many distributors are said to have canceled contracts with manufacturers in Britain and elsewhere.

Buyers are reported to be making inquiries about American and French light trucks, and it is believed that these two classes of trucks will be in increasing demand if the law stands, as is expected, because the normal replacement demand must be met as fast as old trucks wear out, and the gradual opening up of the interior has added to the need for trucking transportation.

## CONVENIENT BUSES ON LONG COAST RUNS

Portland, Ore., Oct. 12.—Parlor-buffet motor coaches have recently been placed in operation by the Pickwick Stages System, Inc., on through route via Portland between southern California and Vancouver, B. C. The new buffet motor cars are thirty-two feet over all and eight feet wide. They carry twenty passengers, each with individual seat. Meals are furnished to passengers much the same as on Pullman dining cars.

This company recently took over the stage line operating between San Francisco and Crescent City over the Redwood Highway. In the deal 100 stages were acquired, providing equipment, with existing facilities for 5,500 miles of motor stage travel.

THE LAST WORD IN OIL TRANSPORTATION is the White model 51, which was exhibited at the International Petroleum Congress at Tulsa recently, and was sold to the Sun Oil Company of Philadelphia. The body is a four compartment Davis tank with a capacity of 800 gallons. Auxiliary tanks, capable of carrying 100 gallons of lubricating oil, take the place of the usual can racks.



## ENGLAND'S TRUCK EXPORTS GREATER

London, England, Oct. 12 (U. T. P. S.).—Only thirty-nine complete trucks entered Britain during August, the unit value being £139. In the corresponding month last year 88 trucks were imported (unit value £141). In the first eight months of this year 303 complete trucks were imported (unit value £137), against 1,140 in the first eight months of 1924 (unit value £131).

Truck chassis imported in August against 1,159 (unit value, £429) bringing the total for the first eight months of the year to 1,751 (unit value £298). Owing to revised methods of compiling statistics, comparison with 1924 figures is impossible in this group.

Britain exported 104 complete trucks during August (unit value, £779). Thus each lorry is much more expensive than the £245 of each of the 217 vehicles exported in August, 1924.

During the first eight months of 1925 a total of 1,090 vehicles with a unit value of £569, were exported, against 1,159 (unit value, £249) during the first eight months of 1924.

Exported chassis numbered 354 (unit value, £430) in August, and so far for this year 1,634 (unit value, £513).

## Railways Lose to Bus Lines in Wis.

Madison, Wis., Oct. 12.—Electric railway lines as well as the regular railroads, are being hard hit in this section of the state by bus competition.

This week the Wisconsin Traction, Light, Heat and Power Company filed an application with the railroad commission for abandonment of the long interurban system between Newman, Menasha and Appleton. This line has been in operation for twenty-five years. The company claims that revenue on the line has dropped to such an extent that further operation means a loss of money.

The line that formerly connected Oskosh and Omro has been discontinued and the rails removed. This line had been in operation twenty years. An electric line that was operated from Waupaca to the Soldiers' Home has also been discontinued, records show. Competition of buses was given as the reason.

## TEXAS TO FIX RATES

Austin, Tex., Oct. 12.—The attorney general having ruled that all truck lines operated for profit and charging a fee for transportation of goods between given points in Texas come under the jurisdiction of the Texas Railroad Commission, that body has called on all truck operators to file their names with the commission, together with routes operated, scale of charges and other information to enable the commission to assume jurisdiction and fix rates as outlined by the attorney general.

## Bus Activities

### RUSSIAN BUS BUILT

London, Oct. 12 (U. T. P. S.).—The first Russian post-war motor bus has just been made by the Avto Trust. The vehicle is a twenty-four-seater, made almost entirely of Russian material and parts, and is said to have been designed particularly with a view to negotiating the bad roads of the country. The output aimed at by the company is 150 buses per annum.

### ABANDON TROLLEY LINE

Buffalo, Oct. 12.—The Chautauqua Traction Company has decided to abandon its line between Westfield and Mayfield, south of here. Increased automobile traffic and competition of buses is given as the reason. The road has not paid operating expenses for some time.

### START NEW BUS LINE

Richmond, Va., Oct. 12 (U. T. P. S.).—The Luray-Washington bus line will begin operation about October 20. Two buses will be in operation daily, hauling passengers to and from points in Virginia to the District of Columbia line. Under the franchise granted the company passengers cannot be hauled from one place to another in Virginia.

### RECEIVER APPOINTED

Clyde, O., Oct. 12.—M. E. Brackett has been placed in temporary charge of the Clydesdale Motor Truck Company properties here, and an inventory is now being completed. The company recently went into receivership on application of large creditors. The service department is the only branch of the factory in operation at this time.

### APPOINT RECEIVERS

Philadelphia, Pa., Oct. 12 (U. T. P. S.).—Judge Dickinson, in United States District Court, has appointed George W. Billman and Edmund J. Gable receivers in equity for the Schwartz Motor Truck Company of Reading, Pa., with a bond of \$10,000.

### PROTEST SLEEPER BUSES

Columbus, O., Oct. 12.—The New York Central Lines, the Midland Trail Transit Company, the Cannonball Transportation Company and the Ohio Valley Electric Railway Company have all filed protests against the application of the Interstate Motor Transit Company in West Virginia to operate a line of chair and sleeper buses between Columbus and Charleston, W. Va.

### PETITION FILED

Springfield, Ill., Oct. 12.—The Northern Illinois Service Company has filed petition for permit to operate a bus line between Rock Island and Sterling, Ill., serving Moline, Erie and Morrison. Date for the hearing has not been set.

### BUS REPLACES TROLLEY

Columbus, O., Oct. 12.—Motor buses will be substituted for the Urbana & Western traction cars which have been running from Columbus to Fishinger's Bridge, west of the city. It had been planned when the traction company was

## Buses Solve Travel Problem In Desert Valley

San Francisco, Cal., Oct. 12 (U. T. P. S.).—General public transportation on the desert has been solved by the motor stage, according to A. J. Kleimyer, vice-president of the Pierce Arrow Pacific Sales Company, who has just received a detailed report of the operations of the United Stages, Inc., which maintains a fleet of Pierce-Arrow stages between Los Angeles and the Imperial Valley, on the Colorado desert, across the Sierra Madre mountains from the southern California city.

This stage line has to surmount the greatest daily extremes of altitude and depression, heat and cold; heavy and light airs, and widest variation in character of roads of any on the Pacific coast, probably of any in the country. In the summer time, the temperature of the Imperial Valley rises to as high as 140 degrees and remains there for weeks at a time, dropping to 100 or thereabouts at night. Crossing the mountains, the stages meet temperatures all the way down to freezing, or close to it, in the summer, and much below that in the winter. One section of the run, 100 miles long, and another forty-two miles in length, are through sand.

## Motor Regulation In Iowa Pending

Des Moines, Ia., Oct. 12.—L. C. Pantages, Ames bus operator, covering four routes in the Ames and Des Moines area, has secured a stay against the Iowa Railroad Commission's revocation of his bus licenses until the district court has opportunity to review the case and is continuing his service pending that review.

The Pantages' fight is only one of many being waged by Iowa bus operators against the railroad commission regulation of motor vehicles. Recently fifty operators joined and secured a temporary injunction in the Supreme Court to restrain the State Board from collecting mileage tax on the ground that the assessment is discriminatory. The attack is a general one on the constitutionality of the Iowa bus law. Under the recently enacted statute, bus operators are required to pay one-fourth a cent a ton-mile for pneumatic tired vehicles and one-half a cent for solid tired buses and trucks. Other operators, not covering fixed routes and without established terminals, are not within the tax liability, the commission has ruled, while mercantile deliveries and wholesale houses are also exempt.

organized some years ago to extend it to Urbana, but it was never carried out.

### BUS PERMITS ISSUED

Williamstown, Mass., Oct. 12 (U. T. P. S.).—Licenses for the receipt and discharge of passengers in both towns have been granted the Hart Motor Coach Company of Boston by the selectmen of this town and Charlemont. Application for such licenses was made in accordance with the new state law applying to the operation of passenger motor coaches.

### LINE CHANGES HANDS

Grand Forks, N. D., Oct. 12.—The Bemidji-Brainerd bus line, operated by Olson & Westness, has been sold to the Northland Transportation Company of St. Paul. Service on this line will be continued as before, with two buses each day. Olson & Westness will continue to operate the line under the new management.

### BIG COACH DELIVERED

Green Bay, Wis., Oct. 12.—The newest addition to the passenger bus equipment of the Wisconsin Public Service Corporation here is a 21-passenger Yellow coach which will be placed at once on the run between DePere, Wis., and Green Bay. The bus was driven from Chicago to Green Bay on its own power.

## GRAHAM BROS. BUSINESS GAINS

Sales for Eight Months Increase 105 Per Cent. Over 1924

DETROIT, Oct. 12.—Sales of Graham Brothers' trucks have increased 105 per cent. for the first eight months of 1925, as compared with the corresponding period in 1924, the factory reports. Production of trucks in the automotive industry as a whole for the first eight months of 1925 exceeded production in the corresponding period of 1924 by 23 per cent.

Expansion of the Graham Brothers business has been constant and active. When the firm moved into the new Detroit factory in July of this year the 250,000 square feet of floor space represented a nineteen-fold increase in a little over four years. Besides factories in Detroit and in Evansville, Ind., Graham Brothers have a plant in Stockton, Cal., opened this summer, and this plant is already preparing for expansion after only a brief period of operation. There is also a factory at Toronto, Ont.

In five years the truck made by Graham Brothers has risen to be first in the list of sales for 1½-ton trucks.

## Truck Sales Show Gain in California

Sacramento, Cal., Oct. 12 (U. T. P. S.).—Motor truck sales, particularly of the 1½-ton types, showed an unexpected pick-up for the last week in September and the first week in October, throughout California.

Outside the cities September and October are never very good months for truck sales in this state, but the rural districts just now appear to be absorbing more trucks than the urban centers. Both the dealers and the state motor vehicle department experts are at a loss to explain the sudden increase, but there are indications that the upward curve in truck sales is due to the receipt of large sums of money for the recently marketed fruit crops.

Added to this is the apparent fact that where the California farmer formerly bought a passenger car, a grand piano or a radio set when he received his yearly income, he is now looking ahead to next year and laying in a truck, and often a trailer, for the better handling of his crops hereafter.

## BUS AND BOAT LINES TANGLE IN WASHINGTON

Olympia, Wash., Oct. 12.—Hearing involving a combination motor bus and steamship operation on Lake Washington, between Medina and Seattle, has been set by the state Department of Public Works for October 15. The hearing is upon complaint of John M. Anderson and Velma Taylor against Eugene M. Sherman.

Anderson operates a boat line between Medina and Seattle. Velma Taylor operates a motor bus line between Bellevue and Medina. They allege that Sherman has initiated boat service between Bellevue and Seattle, paralleling the combined routes of the complainants, that he is charging low fares and is operating regular schedules throughout the day. They ask that Sherman be directed to increase his fares and to operate on the same schedule on which they are required to run.

### R. R. BUYS BUS COMPANY

South Bend, Ind., Oct. 8 (U. T. P. S.).—The Chicago, South Bend & Indiana Railroad have purchased the interest of the Jahns Bus Company of Laporte, Ind., thus ending a six months' bus warfare.



## SPRING DATING GIVEN APPROVAL

Passing This Practice  
Finds General Favor,  
Reports Show

KANSAS CITY, Oct. 12.—"A great drawback in the tire business has been eliminated. That is the unanimous verdict of tire dealers here questioned regarding the abolishing of the spring dating practice of tire manufacturers.

Edwin J. Corrigan, president of the Corrigan Tire Company, one of the largest tire firms here, asserted the abolishing of the practice would be a big benefit to tire dealers and would put the retail tire business on a much sounder basis. The spring dating practice had a tendency to encourage dealers to overstock, and many of the smaller dealers, especially, had their credit impaired when spring business happened to be slow. He believes it will make dealers push their "spot" business harder and make for better conditions all around.

Charles Hoole, owner of the Hoole Tire and Repair Company, was just as emphatic in his approval. It will help the dealer in every way, Mr. Hoole said. He will buy for his present need, turn his stock faster and always be in a position to handle "spot" bargains that might come up. It will place the tire business on a much sounder business basis.

H. W. Kinsey of the Kinsey Tire and Repair Company was another dealer who saw only evil in the spring dating system, and predicted a much healthier condition with the abolition of the practice.

It was a great drawback, especially to the small dealer, he said, declaring he was glad to see it abolished. Dealers will not have the same tendency to overstock they had with the spring dating practice as the rule. It will aid the tire business materially.

Other dealers expressed similar views. Tire business in Kansas City for the first week in October has been exceptionally good, they report.

Evansville, Ind., Oct. 12.—A canvass of six of the leading tire dealers here resulted, with one exception, in the expression that the doing away with spring dating has resulted in a general improvement in business conditions as well as aiding the financial standing of the dealer. It has not developed conditions that would indicate a lessening in sales records, it is said.

Cedar Rapids, Ia., Oct. 12.—Spring dating is not going to have any great effect on the tire industry locally, dealers here believe. S. B. Fuller of the Meisel Tire Company is convinced it is merely a gesture of the tire manufacturer to pile up a better supply of crude rubber for the increased sales conditions that will come in the spring, and should affect none but the smaller dealer, who, with large stocks on hand, would try to dispose of them. Under present conditions he will keep up his stocks in sizes that are selling most rapidly, and will pass by the slow selling sizes, Fuller states.

Chicago, Ill., Oct. 12.—Chicago dealers are divided on the question of spring dating. Some are of the opinion that abolishing of long-deferred payments will lead the dealer to stock less and push tires less than if he had a large stock on hand. That doing away with spring dating would make for a uniform sales volume, most dealers agree, but the advantages of the deferred payments would offset the value of such uniformity.

### RUBBER TILE PRODUCT

Columbus, O., Oct. 12.—E. G. Wright Rubber Products Company of this city is entering a schedule of capacity production following exploitation of its product for one of the best seasons in its history. chief output is rubber tile.

## Balloon Tires Being Designed by Ford and Firestone

Akron, O., Oct. 12.—Engineering experiments which may produce radical changes in the tire-making industry are being conducted by the Ford Motor Company and the Firestone Tire and Rubber Company in the production of a new type of Ford balloon tire. The tire will fit a special single-unit Ford wheel, also the subject of experimentation.

Further experiments are going forward in this field. Firestone, Miller, Goodrich and General are all producing large size balloons designed for truck and bus service. As yet their production remains distinctly experimental, but tests are showing the practicability of the low-pressure tire for use on heavy vehicles, it is said.

## R. A. A. Managers End Conference

Cumberland, Md., Oct. 12 (By U. T. P. S.).—Service managers of companies, members of the Rubber Association of America, Saturday ended their three-day session here after discussing phases of automobile tire service.

Those present were: J. H. Dunlap, Dunlap Rubber Company of Buffalo, N. Y.; J. M. Congaware, Pennsylvania Rubber Company, Jeannette, Pa.; D. M. Tatem, Mason Tire and Rubber Company, Toronto, Can.; W. H. Sorn, Good-year Tire and Rubber Company, Akron, Ohio; J. P. Miller, Firestone Tire and Rubber Company, Akron, Ohio; S. S. Winch, Falls River Company, Cuyahoga Falls, O.; G. A. Sigel, Jr., Ajax Rubber Company, N. Y.; R. R. Drake, U. S. Rubber Company, N. Y.; L. F. Matthews, Hood Rubber Company, Boston; E. P. Weekesser, Miller Rubber Company, Akron, Ohio; M. J. Kirby, Fisk Rubber Company, Chicopee Falls, Mass.; C. A. Scollard, Murray Rubber Company, Trenton, N. J., and Harvey Willson, assistant general manager of the Rubber Association of America, New York.

Officials of the Kelly-Springfield Tire Company, Cumberland, were host to the visitors.

## NEW RUBBER REPAIR CO. PLANT NEARS COMPLETION

Birmingham, Ala., Oct. 12 (U. T. P. S.).—Releaf Products Company, a young Birmingham industry that has grown rapidly, will soon be in their new plant, it is announced by A. B. Tone, who is in charge of the sales and marketing of "Releaf," a rapid rubber repairer.

The new plant will be completed in the early part of the coming year and will be large enough to house all the activities of this concern under one roof. It will also give the necessary room to take care of the expansion necessary because of the increased volume of business anticipated in 1926.

## DIFFICULTY IN GETTING NEW TIRES CAUSES LOSS

St. Petersburg, Fla., Oct. 12.—Difficulty in securing new stocks of tires here is daily causing the loss of a part of business to the dealers, it is said. Harrie C. Miller, who reported the biggest week recently in his whole career, said that in one day alone he had to turn away over a thousand dollars' worth of business because he couldn't get the stock required. Ford sizes are fairly plentiful, but balloons and truck tires are scarce, and another boost in retail prices is expected.

### NEW TREASURER ELECTED

Racine, Wis., Oct. 12.—C. B. Reynolds, formerly General Credit Manager, B. F. Goodrich Rubber Company, has been elected treasurer of the Racine Horseshoe Tire Company here. Mr. Reynolds, who was with the Goodrich organization 16 years, took up his new duties on October 1.

## Miller Appointed to Head Kelly Plant

Akron, O., Oct. 12.—Louis Miller, for the past several years manager of the Akron plant of the Kelly-Springfield Tire Company, has been appointed manufacturing manager, and will have charge of all production at the big Kelly plant at Cumberland, Md.

Miller has already left for Cumberland, and will assume his new duties at once.

Before leaving he outlined a policy which will make a place at the Cumberland factory for a large part of the Akron employees of the company. Many of them will be offered positions there at once, he said.

The Akron Kelly-Springfield plant has been closed, and will shortly be offered for sale.

### NEW GLENDALE DEALER

Glendale, Cal. Oct. 12.—Sale of the C. T. C. cord tire, manufactured at Portland, Ore., has been taken over for Glendale by the Smith Tire Company.

## Repeal of Rubber Act to Help Little—Firestone

AKRON, O., Oct. 12.—Even though the British government should repeal the Stephenson restriction act, which limits rubber production in the colonies, there can be no immediate relief from the rubber shortage which has gripped the industry, according to local manufacturers in commenting on the possible effect of such action abroad.

Harvey S. Firestone, who has just returned from New York, declared "that irrespective of any action that may be taken by the British government in regard to the Stephenson act there can be no alleviation of the crude rubber shortage for years to come."

He sees serious shortage for the next four years at least. The recent increase of 10 per cent. in British releases ordered after the meteoric rise in crude rubber prices

a few months ago resulted in actual increases in stock of less than 5 per cent.

Firestone says, "London stocks are now so badly depleted and the shortage so acute under present releases that the abandonment of the Stephenson law will not have any effect upon the supply."

### TIRE CONCERN BOUGHT

Columbus, O., Oct. 12.—E. G. Marquis, who has been connected with the Firestone Tire & Rubber Company for several years, the latter part of the period as bus and truck tire representative in central and southern Ohio, has purchased the retail tire business of the H. G. Roote Company, at 214-216 East Gay St. He took possession October 1. The new purchaser will operate the retail tire business as the E. G. Marquis Company, as a direct factory branch for the Firestone line. He places his quota for business in 1925 at \$125,000.

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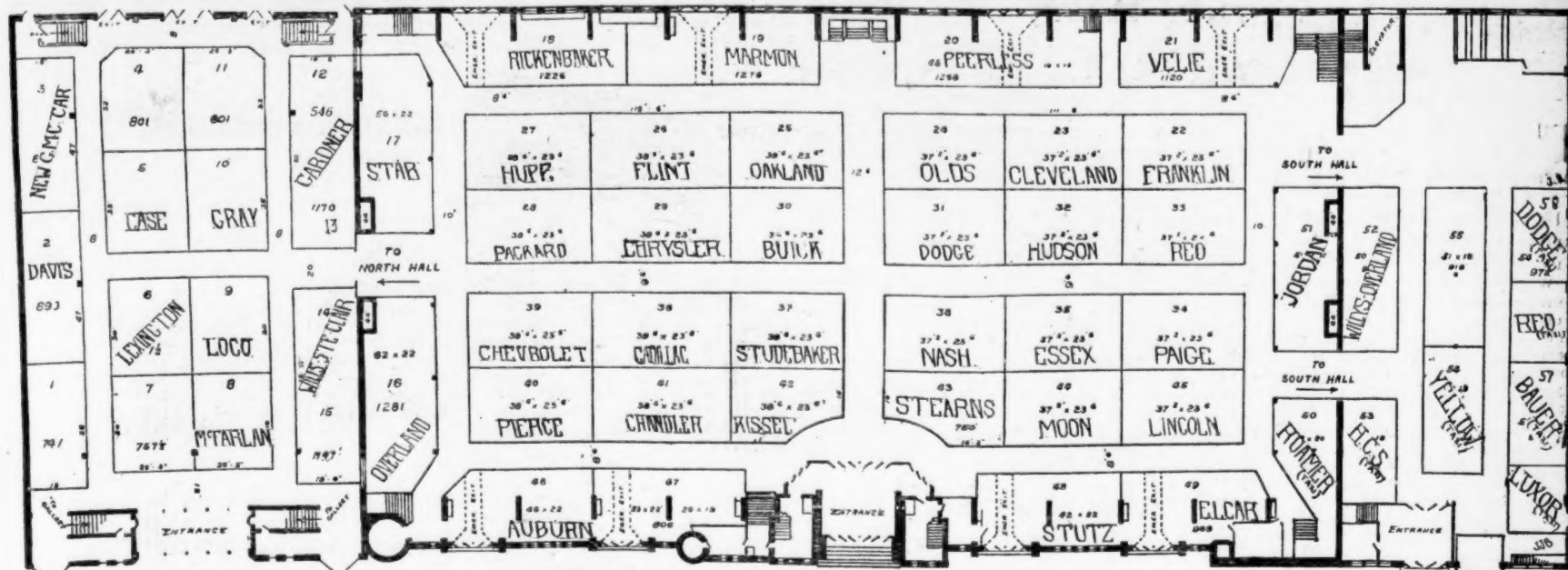
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## FORM NEW ASSOCIATION

## TEXAS WILL OIL ROADS

## TIRES SELLING FAST

### WHEEL TAX INCREASES

## RESURFACING SUCCESSFUL

**RESURFACING SUCCESSFUL**  
Olympia, Wash., Oct. 12.—Complete success has been encountered by the state highway department in contracting the work of resurfacing the state's gravel and crushed rock roads this year. The highway department selected all road materials based on laboratory tests.

## CURRENT PRICES OF PASSENGER CAR MODELS

AJAX—6-cyl. 108 W. B.		CUNNINGHAM—6-cyl. 142 W. B.		HUPMOBILE—8-cyl. Model E, 118 1/2 W. B.		MOON—6-cyl. 113 W. B.		RICKENBACKER—8-cyl. 121 1/2 W. B.	
5 Touring .....	\$355 1/2 Sedan .....	6 Touring .....	\$5,650 1/2 Cabriolet .....	5 Touring .....	\$1,795 1/2 2 Coupe .....	5 Touring .....	\$1,195 1/2 2-D Sedan .....	4 Touring .....	\$1,995 1/2 5 Brom De L. .....
4 Coupe .....	2,050 1/2 Brougham .....	7 Touring .....	1,700 1/2 Town Car .....	2 Roadster .....	1,795 1/2 Coupe .....	6 Roadster .....	1,395 1/2 Cabriolet .....	3 Roadster .....	1,995 1/2 Cpe Rd De L. .....
APPERSON—6-cyl. 120 W. B.		8 Limousine .....	8,100 1/2	4 Roadster .....	1,895 1/2 Sedan .....	5 Coach .....	1,395 1/2 De L. Sedan .....	5 Brom .....	1,995 1/2 5 Sedan De L. .....
5 Touring .....	\$1,575 1/2 Sedan .....	DAVIS—6-cyl. Model 90, 115 W. B.		JEWETT—6-cyl. 115 W. B.		NASH—6-cyl. Sedan, 112 1/2 W. B.		ROLLIN—4-cyl. 112 W. B.	
4 Coupe .....	2,450 1/2 Brougham .....	5 Phaeton .....	\$1,395 1/2 Sedan .....	5 Touring .....	\$1,320 1/2 De L. Coach .....	3 Roadster .....	1,135 1/2 Sedan .....	5 Phaeton .....	\$1,155 1/2 Brougham .....
APPERSON—Straight 8-cyl. 130 W. B.		4 Touring .....	1,495 1/2 Imp. Sedan .....	4 Roadster .....	1,590 1/2 Sedan .....	5 Touring .....	\$1,125 1/2 2-D Sedan .....	3 Coupe .....	1,325 1/2 Sedan .....
5 Touring .....	\$1,995 1/2 Brougham .....	4 Roadster .....	1,495 1/2 Berline .....	5 Coach .....	1,245 1/2	NASH—6-cyl. Advanced, 121 W. B.		STAR—4-cyl. 102 W. B.	
4 Coupe .....	2,450 1/2 Sedan .....	DAVIS—6-cyl. Model 91, 115 W. B.		JORDAN—8-cyl. 125 1/2 W. B.		5 Touring .....	\$1,375 1/2 Sedan .....	5 Touring .....	\$525 1/2 Coupe .....
AUBURN—6-cyl. Model 65, 120 W. B.		5 Phaeton .....	\$1,695 1/2 Sedan .....	5 Touring .....	\$2,751 1/2 Sedan .....	5 Touring .....	\$1,375 1/2 Sedan .....	2 Coupe .....	595 1/2 Sedan .....
6 Touring .....	\$1,395 1/2 Sedan .....	4 Roadster .....	1,795 1/2 Imp. Sedan .....	5 Brougham .....	2,575 1/2 Sedan .....	7 Touring .....	\$1,525 1/2 Coupe .....	5 Touring .....	\$1,595 1/2 Brougham .....
6 Roadster .....	1,495 1/2 Brougham .....	DIANA—8-cyl. 125 1/2 W. B.		2 Roadster .....	\$1,695 1/2 Sedan .....	4 Victoria .....	2,090 1/2 Sedan .....	4 Cpe. Roadster .....	1,795 1/2 Sedan .....
5 W. Sedan .....	1,845 1/2 Sedan .....	5 Phaeton .....	\$1,895 1/2 Cabriolet .....	JORDAN—8-cyl. 116 W. B.		OAKLAND—6-cyl. 113 W. B.		4 Coupe Brom. .....	1,895 1/2
AUBURN—8-cyl. 120 W. B.		2 Roadster .....	1,995 1/2 Brougham .....	5 Phaeton .....	\$1,585 1/2 Broug. Sedan .....	2 Roadster .....	\$975 1/2 Coupe .....	STEARNS-KNIGHT—8-cyl. 121 W. B.	
6 Roadster .....	\$1,975 1/2 Sedan .....	5 Sedan .....	1,995 1/2 De L. Sedan .....	7 Touring .....	1,685 1/2 Enc. Speed .....	5 Touring .....	1,925 1/2 Sedan .....	4 Touring .....	\$1,875 1/2 Coupe Brom. .....
6 Brougham .....	2,550 1/2 Sedan .....	Coach De L. .....	1,895 1/2	2 Speedster .....	1,895 1/2 Enc. Speed .....	5 Coach .....	1,095 1/2 Land. Sedan .....	6 Touring .....	\$1,875 1/2 Sedan .....
BUICK—6-cyl. Standard Six, 114 1/2 W. B.		4 Speedster .....	1,895 1/2 Victoria .....	4 Tourster .....	1,795 1/2	OLDSMOBILE—8-cyl. 110 1/2 W. B.		2 Spt. Coupe .....	2,185 1/2 Brougham .....
5 Touring .....	\$1,150 1/2 Sedan .....	4 Tourster .....	1,795 1/2	5 Phaeton .....	\$1,745 1/2 Brou. Sedan .....	5 Touring .....	\$875 1/2 Sedan .....	STEARNS-KNIGHT—6-cyl. 130 W. B.	
2 Roadster .....	1,125 1/2 Coach .....	5 Phaeton .....	\$1,745 1/2 Brou. Sedan .....	7 Touring .....	1,885 1/2 Victoria .....	5 Coach .....	950 1/2 De L. Coach .....	7 Touring .....	\$2,395 1/2 Brougham .....
4 Coupe .....	1,275 1/2	4 Coupe .....	\$610 1/2 Sedan .....	4 Tourster .....	1,985 1/2 Enc. Speed .....	5 De Luxe Tr. .....	980 1/2 De L. Coach .....	7 Touring .....	\$2,495 1/2 Coupe .....
BUICK—6-cyl. Master 6, 120 W. B.		5 Touring .....	\$875 1/2 Sedan B. .....	5 Phaeton .....	\$1,985 1/2 Enc. Speed .....	OVERLAND—4-cyl. "91," 100 W. B.		2 Roadster .....	2,495 1/2 Sedan .....
5 Roadster .....	\$1,250 1/2 Coach .....	4 Coupe .....	\$610 1/2 Sedan .....	7 Touring .....	2,085 1/2 Enc. Speed .....	OVERLAND—6-cyl. 152 1/2 W. B.		5 Phaeton .....	\$1,145 1/2 Spt. Phaeton .....
5 Touring .....	1,395 1/2 Sedan .....	ELCAR—4-cyl. 116 W. B.		4 Speedster .....	2,185 1/2 Sedan .....	5 Touring .....	\$2,585 1/2 Spt. Touring .....	3 Roadster .....	1,125 1/2 C. C. Coupe .....
BUICK—6-cyl. 128 W. B.		5 Touring .....	\$1,095 1/2 Coach .....	4 Coupe .....	2,485 1/2 Berlin-Sedan .....	4 Coupe .....	2,585 1/2 Roadster .....	5 Coach .....	1,195 1/2 W. Sedan .....
4 Roadster .....	\$1,495 1/2 Sedan .....	5 Sedan .....	1,595 1/2	5 Phaeton .....	\$1,985 1/2 Coupe .....	5 Sedan .....	2,585 1/2	5 Spt. Roadster .....	1,235 1/2 Sedan .....
5 Touring .....	1,525 1/2 Brougham .....	5 Touring .....	\$1,295 1/2 Coach .....	7 Touring .....	2,085 1/2 Broug. Sedan .....	PACKARD—4-cyl. 126 W. B.		5 Berline .....	1,650 1/2
4 Coupe .....	1,795 1/2 C. Club .....	5 Sedan .....	1,595 1/2	4 Tourster .....	2,085 1/2 Enc. Speed .....	4 Spt. Touring .....	\$2,585 1/2		
CADILLAC—Standard, 122 W. B.		ELCAR—6-cyl. 116 W. B.		5 Phaeton .....	\$1,985 1/2 Coupe .....	4 Roadster .....	2,560 1/2		
5 Brougham .....	\$2,995 1/2 Sedan .....	5 Touring .....	\$1,295 1/2 Coach .....	7 Touring .....	2,085 1/2 Broug. Sedan .....	5 Touring .....	\$2,750 1/2 Sedan .....	STUDEBAKER—Standard Six, 113 W. B.	
4 Victoria .....	2,095 1/2 Sedan .....	5 Sedan .....	1,595 1/2	4 Tourster .....	2,085 1/2 Enc. Speed .....	4 Coupe .....	2,585 1/2 Roadster .....	5 Phaeton .....	\$1,145 1/2 Spt. Phaeton .....
2 Coupe .....	2,045 1/2 Imperial .....	ELCAR—8-cyl. 127 W. B.		5 Phaeton .....	\$1,985 1/2 Coupe .....	5 Sedan .....	2,585 1/2	3 Roadster .....	1,125 1/2 C. C. Coupe .....
5 Coach .....	2,995 1/2	5 Touring .....	\$2,165 1/2 Coupe .....	7 Touring .....	2,085 1/2 Broug. Sedan .....	4 Coupe .....	2,585 1/2	5 Coach .....	1,195 1/2 W. Sedan .....
CADILLAC—8-cyl. Custom, 125 W. B.		7 Touring .....	2,265 1/2 Sedan .....	4 Tourster .....	2,085 1/2 Enc. Speed .....	5 Sedan .....	2,585 1/2	5 Spt. Roadster .....	1,235 1/2 Sedan .....
5 Phaeton .....	\$2,560 1/2 Suburban .....	4 Roadster .....	2,315 1/2 Brougham .....	5 Phaeton .....	\$1,985 1/2 Coupe .....	PACKARD—4-cyl. 133 W. B.		5 Berline .....	1,650 1/2
7 Touring .....	\$2,570 1/2 Imperial .....	7 Sedan .....	2,765 1/2	7 Touring .....	2,085 1/2 Broug. Sedan .....	7 Touring .....	\$2,750 1/2 Sedan .....	STUDEBAKER—Special Six, 120 W. B.	
5 Coupe .....	4,000 1/2 Road (122WB) .....	ENNSE—6-cyl. 110 1/2 W. B.		4 Roadster .....	2,315 1/2 Brougham .....	6 Sedan .....	2,725 1/2 Sedan Lim. .....	5 Phaeton .....	\$1,445 1/2 Brougham .....
5 Sedan .....	4,150 1/2	5 Touring .....	\$735 1/2 Coach .....	5 Phaeton .....	\$1,985 1/2 Coupe .....	PACKARD—4-cyl. 136 W. B.		3 Roadster .....	1,395 1/2 Victoria .....
CASE—Model X, 122 W. B.		5 Touring .....	\$735 1/2 Coach .....	7 Touring .....	\$2,185 1/2 Bro. Sedan .....	5 Touring .....	\$2,750 1/2 Coupe .....	4 Spt. R'dster .....	1,595 1/2 Sedan .....
5 Touring .....	\$1,595 1/2 Victoria .....	FIAT—6-cyl. Model 40, 115 W. B.		4 Tourster .....	2,385 1/2 Enc. Speed .....	4 Spt. Touring .....	\$2,650 1/2 Sedan .....	5 Coach .....	1,445 1/2 Berline .....
1 Roadster .....	1,570 1/2 Sedan .....	5 Touring .....	\$1,185 1/2 Coach De L. .....	5 Phaeton .....	\$1,985 1/2 Coupe .....	4 Roadster .....	2,560 1/2	STUDEBAKER—Six Six, 127 W. B.	
5 Suburban .....	2,290 1/2	5 Brougham .....	1,575 1/2 Coach .....	7 Touring .....	\$2,185 1/2 Bro. Sedan .....	5 Touring .....	\$2,750 1/2 Coupe .....	7 Phaeton .....	\$1,775 1/2 Sedan .....
CASE—Model J, 1. C. 127 W. B.		5 Sedan .....	1,495 1/2	4 Roadster .....	2,385 1/2 Enc. Speed .....	6 Club Sedan .....	4,890 1/2 Sedan Lim. .....	5 Sedan .....	1,995 1/2 Berline .....
5 Touring .....	\$1,845 1/2 Suburban .....	FIAT—6-cyl. Model 55, 120 W. B.		5 Phaeton .....	\$1,985 1/2 Coupe .....	PACKARD—4-cyl. 143 W. B.		5 Brougham .....	2,195 1/2
3 Roadster .....	1,840 1/2 Sedan .....	5 Touring .....	\$1,555 1/4 Coupe .....	7 Touring .....	\$2,185 1/2 Bro. Sedan .....	7 Touring .....	\$3,050 1/2 Sedan .....	STUTZ—6-cyl. 120 W. B.	
5 Sport .....	2,160 1/2 Brougham .....	7 Touring .....	1,795 1/2 Sedan .....	4 Tourster .....	2,385 1/2 Enc. Speed .....	4 Spt. Touring .....	\$2,900 1/2 Sedan .....	2 Tourist .....	\$2,295 1/2 Coupe .....
CASE—Model V, 132 W. B.		4 Roadster .....	1,550 1/2 Brougham .....	5 Phaeton .....	\$1,985 1/2 Coupe .....	4 Roadster .....	2,560 1/2	5 Tourist .....	\$2,295 1/2 Coupe .....
7 Touring .....	\$2,225 1/2 Sedan .....	Spec. Touring .....	2,950 1/2 Sedan .....	7 Touring .....	\$2,185 1/2 Bro. Sedan .....	5 Touring .....	\$2,750 1/2 Coupe .....	2 Roadster .....	2,395 1/2 Sedan .....
CHANDLER—123 W. B.		FORD—4-cyl. Model 7, 109 W. B.		5 Touring .....	\$2,185 1/2 Bro. Sedan .....	PACKARD—4-cyl. 143 W. B.		STUTZ—6-cyl. 120 W. B.	
5 Touring .....	\$1,495 1/4 Roadster .....	(With starter and demountable rims. Bal- loon tire equipment \$25 extra)		4 Touring .....	\$2,185 1/2 Bro. Sedan .....	7 Touring .....	\$3,050 1/2 Sedan .....	5 Tourist .....	\$2,295 1/2 Coupe .....
7 Touring .....	1,595 1/2 Sedan .....	2 Roadster .....	\$345 1/2 Tudor Sedan .....	7 Touring .....	\$2,185 1/2 Bro. Sedan .....	4 Spt. Touring .....	\$2,900 1/2 Sedan .....	2 Roadster .....	2,395 1/2 Sedan .....
5 Brom. .....	1,650 1/2 Sed. De L. .....	5 Touring .....	375 1/2 Fordor Sedan .....	4 Phaeton .....	\$2,185 1/2 Bro. Sedan .....	5 Touring .....	\$2,750 1/2 Coupe .....	STUTZ—6-cyl. 130 W. B.	
9 Roadster .....	1,995 1/2 Sedan .....	4 Coupe .....	520 1/2	5 Coupe .....	\$2,185 1/2 Bro. Sedan .....	6 Touring .....	\$1,895 1/2 Sedan .....	5 Sport .....	3,035 1/2 Berline .....
CHEVROLET—Superior, 103 W. B.		FRANKLIN—6-cyl. Model 11-A 119 W. B.		4 Tourster .....	2,385 1/2 Enc. Speed .....	5 Brougham .....	2,995 1/2	5 Brougham .....	3,785 1/2
5 Touring .....	\$525 1/2 CosPh .....	3 Roadster .....	\$2,750 1/2 Sport Sedan .....	5 Phaeton .....	\$1,985 1/2 Coupe .....	PACKARD—4-cyl. 126 1/2 W. B.		VELIE—6-cyl. 118 W. B.	
5 Touring .....	\$525 1/2 Sedan .....	5 Touring .....	2,450 1/2 Limousine .....	7 Touring .....	\$2,185 1/2 Bro. Sedan .....	7 Touring .....	\$1,895 1/2 Sedan .....	5 Phaeton .....	\$1,450 1/2 Brougham .....
9 Coupe .....	675 1/2	5 Coupe .....	2,950 1/2 Cabriolet .....	4 Phaeton .....	\$2,185 1/2 Bro. Sedan .....	4 Spt. Touring .....	\$2,900 1/2 Sedan .....	4 Roadster .....	1,650 1/2 Sedan .....
CHRYSLER—6-cyl. 112 1/2 W. B.		5 Sedan .....	2,090 1/2	5 Coupe .....	\$2,185 1/2 Bro. Sedan .....	5 Touring .....	\$2,750 1/2 Coupe .....	8 Coupe .....	1,425 1/2
5 Touring .....	\$1,395 1/2 Sedan .....	GARDNER—6-cyl. 117 W. B.		LINCOLN—8-cyl. 136 W. B.		PACKARD—4-cyl. 126 1/2 W. B.		WILLS-STE. CLAIRE—6-cyl. 127 W. B.	
5 Coach .....	1,445 1/2 Brougham .....	5 Touring .....	\$1,295 1/4 Cabriolet .....	7 Touring .....	\$4,000 1/4 Sedan .....	4 Phaeton .....	\$2,165 1/2 Sedan De L. .....	7 Tourist .....	\$2,385 1/2 G.G. Traveler .....
4 Roadster .....	1,625 1/2 Royal Coupe .....	5 Sedan .....	1,595 1/2 Spec. Sedan .....	4 Phaeton .....	\$4,000 1/4 Sedan .....	7 Phaeton .....	\$2,165 1/2 Sedan De L. .....	4 Roadster .....	2,800 1/2 Sedan .....
CHRYSLER—cyl. 109 W. B.		GARDNER—8-cyl. 125 W. B.		5 Coupe .....	\$4,000 1/4 Sedan .....	5 Brougham .....	2,395 1/2 Suburban Lim .....	5 Coupe .....	2,850 1/2 Sedan .....
5 Touring .....	\$495 1/2 Coach .....	5 Touring .....	\$1,985 1/4 Cabriolet .....	4 Phaeton .....	\$4,000 1/4 Sedan .....	PACKARD—4-cyl. 126 1/2 W. B.		5 Brom. .....	2,850 1/2 Limousine .....
2 Coupe .....	995 1/2 Sedan .....	5 Brom .....	1,595 1/2	4 Phaeton .....	\$4,000 1/4 Sedan .....	PACKARD—4-cyl. 126 1/2 W. B.		5 Sedan .....	3,400 1/2
CLEVELAND—6-cyl. 108 1/2 W. B.		GRAY—1-cyl. Model D, 104 W. B.		LOCOMOBILE—6-cyl. "48," 112 W. B.		PACKARD—4-cyl. 126 1/2 W. B.		WILLS-STE. CLAIRE—"B-68" 8-cyl. 127 W. B.	
5 Touring .....	\$495 1/2 Sedan .....	5 Touring .....	\$595 1/2 Sedan .....	4 Touring .....	\$7,460 1/2 Limousine .....	4 Touring .....	\$2,165 1/2 Sedan De L. .....	7 Phaeton .....	\$2,885 1/2 Sedan .....
CLEVELAND—6-cyl. 115 W. B.		3 Coupe .....	825 1/2 Royal Sedan .....	7 Touring .....	\$7,460 1/2 Limousine .....	4 Spt. Touring .....	\$2,165 1/2 Sedan De L. .....	4 Roadster .....	2,985 1/2 Sedan .....
5 Touring .....	\$495 1/2 Sedan .....	FRANKLIN—6-cyl. Model 11-A 119 W. B.		7 Touring .....	\$7,460 1/2 Limousine .....	5 Touring .....	\$2,165 1/2 Sedan De L. .....	5 Tray .....	2,085 1/2 Brougham .....
5 Sport .....	1,245 1/2 Sport Sedan .....	3 Roadster .....	\$2,750 1/2 Sport Sedan .....	4 Touring .....	\$7,460 1/2 Limousine .....	4 Coupe .....	\$2,165 1/2 Sedan De L. .....	4 Coupe .....	3,785 1/2 Limousine .....
5 Coach .....	1,295 1/2 Sedan De L. .....	5 Touring .....	2,450 1/2 Limousine .....	4 Touring .....	\$7,460 1/2 Limousine .....	5 Coupe .....	\$2,165 1/2 Sedan De L. .....	WILLS-STE. CLAIRE—"C-68," 8-cyl. 127 W. B.	
CUNNINGHAM—6-cyl. 132 W. B.		5 Coupe .....	2,950 1/2 Cabriolet .....	4 Touring .....	\$7,460 1/2 Limousine .....	PACKARD—4-cyl. 126 1/2 W. B.		4 Roadster .....	\$3,185 1/2 Sedan .....
4 Touring .....	\$6,150 1/2 Sport .....	GARDNER—6-cyl. 117 W. B.		4 Touring .....	\$7,460 1/2 Limousine .....	4 Spt. Touring .....	\$2,900 1/2 Sedan .....	5 Brougham .....	4,100 1/2 Limousine .....
4 Roadster .....	6,150 1/2 Coupe .....	5 Sedan .....	\$1,985 1/2 Spec. Sedan .....	4 Touring .....	\$7,460 1/2 Limousine .....	5 Touring .....	\$2,750 1/2 Coupe .....	5 Sedan .....	4,085 1/2
HUPMOBILE—4-cyl. Model B, 115 W. B.		5 Sedan .....	1,985 1/2 Spec. Sedan .....	4 Touring .....	\$7,460 1/2 Limousine .....	PACKARD—4-cyl. 126 1/2 W. B.		WILLS-KNIGHT—4-cyl. 118 W. B.	
2 Roadster .....	\$1,225 1/2 Coupe .....	GRAY—1-cyl. Model D, 104 W. B.		4 Touring .....	\$7,460 1/2 Limousine .....	4 Spt. Touring .....	\$2,900 1/2 Sedan .....	5 Touring .....	\$1,195 1/2 Sedan .....
2 Touring .....	1,225 1/2 Sedan .....	5 Touring .....	\$595 1/2 Sedan .....	4 Touring .....	\$7,460 1/2 Limousine .....	5 Touring .....	\$2,750 1/2 Coupe .....	5 Coupe .....	1,395 1/2 Brougham .....
HUPMOBILE—4-cyl. Model B, 115 W. B.		3 Coupe .....	825 1/2 Royal Sedan .....	4 Touring .....	\$7,460 1/2 Limousine .....	PACKARD—4-cyl. 126 1/2 W. B.		WILLS-KNIGHT—6-cyl. 126 W. B.	
2 Roadster .....	\$1,225 1/2 Coupe .....	5 Touring .....	\$1,985 1/4 Cabriolet .....	4 Touring .....	\$7,460 1/2 Limousine .....	4 Spt. Touring .....	\$2,900 1/2 Sedan .....	5 Touring .....	\$1,195 1/2 Sedan .....
2 Touring .....	1,225 1/2 Sedan .....	5 Sedan .....	1,595 1/2 Spec. Sedan .....	4 Touring .....	\$7,460 1/2 Limousine .....	5 Touring .....	\$2,750 1/2 Coupe .....	5 Coupe .....	1,395 1/2 Brougham .....
HUPMOBILE—4-cyl. Model B, 115 W. B.		FRANKLIN—6-cyl. Model 11-A 119 W. B.		4 Touring .....	\$7,460 1/2 Limousine .....	4 Spt. Touring .....	\$2,900 1/2 Sedan .....	WILLS-KNIGHT—6-cyl. 126 W. B.	
2 Roadster .....	\$1,225 1/2 Coupe .....	3 Roadster .....	\$2,750 1/2 Sport Sedan .....	4 Touring .....	\$7,460 1/2 Limousine .....	4 Spt. Touring .....	\$2,900 1/2 Sedan .....	5 Touring .....	\$1,195 1/2 Sedan .....
2 Touring .....	1,225 1/2 Sedan .....	5 Touring .....	2,450 1/2 Limousine .....	4 Touring .....	\$7,460 1/2 Limousine .....	5 Touring .....	\$2,750 1/2 Coupe .....	5 Coupe .....	1,395 1/2 Brougham .....
HUPMOBILE—4-cyl. Model B, 115 W. B.		5 Coupe .....	2,950 1/2 Cabriolet .....	4 Touring .....	\$7,460 1/2 Limousine .....	4 Spt. Touring .....	\$2,900 1/2 Sedan .....	WILLS-KNIGHT—6-cyl. 126 W. B.	
2 Roadster .....	\$1,225 1/2 Coupe .....	GARDNER—6-cyl. 117 W. B.		4 Touring .....	\$7,460 1/2 Limousine .....	4 Spt. Touring .....	\$2,900 1/2 Sedan .....	5 Touring .....	\$1,195 1/2 Sedan .....
2 Touring .....	1,225 1/2 Sedan .....	5 Sedan .....	\$1,985 1/2 Spec. Sedan .....	4 Touring .....	\$7,460 1/2 Limousine .....	4 Spt. Touring .....	\$2,900 1/2 Sedan .....	5 Coupe .....	1,395 1/2 Brougham .....



# Jobber Prepares Early for Winter Trade

## Supplies Salesmen With List of Leading Items

THE jobbing house is a source of supply and the dealers look to it to have everything they may need, at the moment they need it, says D. A. Perry, sales manager for the Automobile Equipment Company, Detroit accessory jobber, who adds that the only way to prepare for winter business in his line is to stock an adequate supply of winter goods and then keep soliciting the dealers.

"We have all our initial shipments of winter goods in the house right now," Mr. Perry said, "and our salesmen are 'plugging' them, but most of the dealers won't buy till cold weather actually hits us and they have calls for the goods. Then they'll all expect us to make deliveries on thirty minutes' notice."

### Must Be Prepared

"This doesn't keep us from making our preparations, however. On the contrary, it makes us all the more careful to have adequate stocks on hand ourselves, because we don't know what day all the dealers are going to want winter supplies at once, and we must be prepared to serve them."

"We begin working on winter lines as early as possible. We began lining up chain contracts last summer, for example, and while we have about sixty dealers' contracts signed, this isn't nearly all we'll get. Incidentally, those who have signed contracts already won't take delivery till November. In the meantime we have our initial stocks of chains in the house ready for any emergency."

"As the fall season approaches we prepare lists of leading winter items and give a copy to each salesman, so he'll have everything right there without having to turn through the catalogue in search of reasonable merchandise. Chief among these items are heaters, robes, gloves, radiator and hood covers, draft mats, curtains, chains, weather strips, radiator compounds, freemeters, curtain fasteners and celluloid cleaner."

### Christmas Goods

"Christmas goods are in order about the same time and we begin plugging these along with the winter lines. Almost any accessory makes an acceptable Christmas gift, but there are certain articles that are particularly appropriate for the occasion. Among these are motometers, clocks, cigar lighters, horns, robes, driving gloves, flashlights, onyx gear-shift balls, stop lights, spot lights, flower vases, ash receivers and Christmas tree lights."

"As a matter of service to our dealers, we secure Christmas decorations, such as holly paper, streamers, stickers, Christmas display cards and crepe paper for them without cost. We also secure Christmas boxes, but a small charge must be made for these."

Mr. Perry is convinced that the coming season will be a busy one for accessory dealers and the Automobile Equipment Company has made preparations accordingly.

### Increased Market

Both the increased number of cars and the increased percentage of closed cars will make far greater volume of accessory trade this season, he believes. "The more cars there are in use, the more accessories are needed, of course, and the larger percentage of closed cars means more heaters and a more expensive line of accessories. Many people will buy robes, too, for closed cars, when they wouldn't buy them for open cars, because they'd be afraid to leave them in their open cars. They can leave them in their closed cars and lock the doors so they'll be safe."

"The price reductions that have been made by many manufacturers this season will also be in the accessory dealer's favor,

*Here is the second of the series telling how prominent accessory firms are preparing for winter trade. Read of the preparations made by the Automobile Equipment Company, Detroit, to induce early and complete stocking by its dealer accounts. Look for another timely article on this subject shortly.*

as the manufacturers have, in many cases, reduced the equipment on the cars for the sake of reducing prices. The tendency a year or so ago was to put out cars more and more completely equipped with essential supplies, but the campaign of price cutting this year has stopped all that, and gone to the other extreme."

## Trains Men as Salesmen

An interesting school for training men to be car salesmen is conducted by the Victory Motor Sales Company, Chevrolet dealer, Oakland, Cal. The firm gets all its salesmen from this school.

Sales Manager George W. Smith gives a series of talks over a period of eight nights of two hours each, followed by an oral examination. The would-be salesmen, although trained in selling new cars, are also given special instruction in the valuation and purchase of used cars, on which, Smith claims, new car selling largely depends.

In his lectures to the classes, Smith talks on values, how to draw out the buyer on his old car, learning how much the prospect wants for his car, criticizing a used car without hurting the owner's feelings or losing his attention, selling the used car as well as buying it, matching selling wits with the used car owner, keeping the used car sold, relation of the used car business to the new car business.

**Keeping informed of the latest in merchandising is the best insurance.**

## Business Romances in Our Industry

IN 1903 Harry E. Pence borrowed \$2,000, hired two salesmen and opened a general automobile agency at 315 Third St., South Minneapolis.

He sold a dozen makes of cars, canoes, bicycles, and motorboat engines for several years. Then he abandoned all lines except the Buick and surprised the entire Northwest—the whole United States, in fact—by ordering a freightcar load of Buicks: three of them. It was the first carload of Buicks.

Today the capital of the Pence Automobile Company is \$2,000,000. It employs more than 275 men and women. It sells thousands of cars annually. It maintains 9 great sales and service plants and has 406 dealers and sub-dealers in five Northwest states.

"In those early days I realized



IN its new building, just completed in Long Beach, Cal., the Glenn E. Thomas Company, Studebaker dealer, has one of the most attractive homes on the Coast. Spanish influence predominates in its architecture, some of its features being copied from the town hall in Granada, Spain. The sales room measures 42 feet by 77 feet, and presents a pleasing appearance, with its tiled floor, rough walls, antique beams and graceful stairway. The electric sign atop the building stands forty feet high and is fifty feet long.

### HOLDS SPECIAL SHOW OF NEW FORDS

Monnot and Sacher, Ford dealers, Canton, O., celebrated the arrival of the new improved Ford by holding a week's new car show, displaying all models of the improved Ford.

As a feature of this new car show the firm sprang a surprise on its patrons.

Every night an orchestra composed of employees of the establishment, from the office boy to the foreman, made its debut and offered a program of popular song hits.

## Service Plan Keeps Shop Busy All Year

TWO important objects were accomplished by a winter service plan developed by Gassner & Ackley Motors, Inc., Hudson-Essex dealer, Montclair, N. J. The shop was kept busy at profitable work during the slack season, and owners were given quicker repair service, so that long lay-ups when the cars were most needed were not necessary.

Letters were sent to groups of owners at two-day intervals. As most of these owners were engaged in business during the day, and either the wife or some member of the family had use of the car during their absence, the dealer knew it would be inconvenient for the owner to bring the car personally to the service station.

Accordingly the letters were addressed to the wives of these men, and offered to have a mechanic call for the car and drive it to the service station on a certain day in order to have any necessary work done, and prevent the possibility of having to lay the car up later for an extensive period of time.

Mailing schedule was arranged so as to bring no more than six cars at one time into the shop—that is, every other day. These cars were so divided that two men were put on each job, allowing two days for the work.

As a large stock of parts was kept on hand, time was not lost sending out for them and the jobs were finished at the specified times. When the work on a car was completed the necessary charges were entered on the books, bills made out and the car delivered by one of the dealer's men.

The response from owners proved gratifying. They were pleased at the interest taken by the dealer and appreciated his effort to save them the loss of the car for longer than necessary. Many of them were in need of repairs of some kind after a summer's driving and were ready to have the work done at the time suggested by the dealer. The little service of having a man call for the car also helped the plan and induced a number of owners to accede to the dealer's suggestion who would not otherwise have taken the trouble to bring their cars in.

As soon as the first half dozen cars were completed six more were ready to come in. Profitable work for the shop was kept up in this manner during nearly all the cold weather months.

In addition to the service work, the dealer had an opportunity to sell winter accessories, and by keeping in touch with his owners to get leads for several new car sales.

**Tell your story to as many people as possible.**



## Personal Paragraphs

**Evansville, Ind., Oct. 12.**—C. S. McKamy, secretary-treasurer, and Jean Wiseman, tire department manager, of the Wabash Valley Motor Company, Hudson-Essex distributors, motored to Carmi, Ill., last Saturday to attend the formal opening of the new concrete stretch of Illinois state road No. 1, extending 20 miles southwest of Carmi.

**San Antonio, Tex., Oct. 12.**—Griffin Vance, who for several years has been connected with the Jack Neal Nash Motor Company of this city as sales manager, has resigned his position and left for Houston where he will have charge of the Nash agency in that city.

**Chicago, Oct. 12.**—Samuel T. Davis, retail sales manager of the Gambill Motor Company, Hupmobile distributor, has been elected chairman of the Automobile Sales Managers' Club of Chicago.

**McKeesport, Pa., Oct. 12.**—E. J. Bryan, local Dodge dealer, after spending the summer at his cottage at the Youghiogheny Country Club, has returned to his home on Huey Street for the winter months.

**Kansas City, Oct. 12.**—B. E. Sonbury, in charge of the Lockheed hydraulic brake service division of the Wagner Electric Company, has been promoted to a position with the Chicago branch of the company. Allen C. Bunker, who has been with the Wagner company here for three years, succeeds him.

**New Castle, Ind., Oct. 12 (U. T. P. S.).**—Hubert Gauker, who for

the past six months has been an automobile district manager working out of Louisville, Ky., has returned here to be sales manager for the H. C. Gauker Sales Company, which handles Oaklands, Jewetts and Paiges.

**Rockford, Ill., Oct. 12.**—A. E. Thorson, for many years connected with automotive interests here, has decided to retire to spend the remainder of his days in California. He has long been a distributor of the Packard car in southern Wisconsin. The business has been purchased by O. A. Crossan of Rockford.

**Chicago, Oct. 12.**—Clarence E. Eldridge, manager of the Chicago branch of the Reo Motor Car Company, is officiating again this year as referee in the Big Ten Conference football games. His first appearance was as arbiter in the contest between Northwestern and South Dakota.

**Los Angeles, Oct. 12.**—What is said to be a sales record for the entire United States has been run up by R. M. Bradshaw, salesman with the Spencer Kennelly Company, Chevrolet dealer here. He made a record of thirty-six new-car deliveries for the thirty-one days of August.

**Oakland, Cal., Oct. 12.**—The Harold D. Knudsen Company, Chrysler representative here, announces the appointment of Frank Bell as manager of its new East Oakland branch. Bell succeeds F. A. Wishart, who goes to the main store as assistant to H. D. Knudsen.

## INCORPORATIONS

**Springfield, Ill., Oct. 12.**—Among the new incorporations in Illinois are:

Fuhrman Brothers, Inc., 2251 South State St., Chicago; \$20,000; buy and sell new and used automobiles, trucks and motor vehicles; Isadore Fuhrman, Daniel Kaufman and Marie Ressler.

Olney Independent Oil Company, 116 East Court St., Paris; \$10,000; buy and deal in all petroleum products, automobile tires and accessories; Ray Spicer, Frank Senters and M. A. Ewing.

Swineheart Tire Company of Illinois, 2001 South Michigan Ave., Chicago; \$50,000; manufacture and deal in automobiles, tires, tubes, accessories, etc.; Earl L. Lower, Charles J. Weber and Adolph F. Meyer.

Natural Gas Company of Illinois, 1664 South State St., Springfield; \$500,000; to drill and operate for petroleum, oil and gas; J. C. Corkhill, J. V. Kennedy and James H. Ashby.

Illinois Diamond Cab Company, 17 North La Salle St., Chicago; \$50,000; to manufacture and deal in motor vehicles, mechanical devices, specialties, etc.; Mamie Fisher, William A. Newman, William H. Heyward, Oscar H. Eirmann and Louis F. Butler.

American Tourists' Service, Inc., 2349 South Michigan Ave., Chicago; \$100,000; own, lease, establish, provide and maintain stations, living quarters, camps and facilities for tourists; William E. Hooper, Louis E. Hart and Irving Herriot.

**Columbia, S. C., Oct. 12.**—A charter has been issued by South Carolina to the Denmark Finance Corporation, Denmark, \$25,000; to engage in the business of financing the buying and selling of automobiles and other personal property; H. R. Christie, president, and T. E. Steadman, secretary and treasurer.

**Indianapolis, Ind., Oct. 12.**—The Miller-Bivin Motor Car Company of Indianapolis has been incorporated with capital stock of \$25,000, and will carry a line of new and used cars and also accessories and parts.

The company is composed of C. T. Bivin, W. C. Miller, I. F. Nier and M. O. Horowitz.

**Des Moines, Ia., Oct. 12.**—The Dubuque Nash Company, Dubuque, has been incorporated, with \$10,000 capital, by W. H. Klauer, president; H. A. Engel, vice-president, and W. E. Klauer, secretary-treasurer.

**Hartford, Conn., Oct. 12.**—The Domijan Motor Company, Inc., of New Britain, has been incorporated here for \$25,000 by Leo, Victor and Harry Domijan to engage in an automobile sales and exchange business.

**Olympia, Wash., Oct. 10.**—New Washington incorporations include: Semitire Company, Inc., Seattle, \$300,000; tires; A. H. Shoemaker and others.

McDonald Service Stations, Spokane, \$25,000; service stations; old concern.

**Harrisburg, Pa., Oct. 12.**—Incorporations in Pennsylvania include:

Republic Auto Company, care J. M. Gardiner, 1604 Union Bank Building, Pittsburgh, \$25,000; garage.

Pittsburgh Tire Sales Company, 222 Washington St., Johnstown, \$50,000; automobile supplies; old concern.

**AUTO SHOW ARRANGED**  
**Elizabeth, N. J., Oct. 12 (U. T. P. S.).**—Thirty makes of cars will be exhibited at the seventh annual show of the Elizabeth Auto Trade Association to be held in the armory here on October 16 and 24. Eighteen dealers will be represented. Co-operation is being obtained from the local Elks lodge in handling the details.

**MASS. PREPARES PLATES**  
**Boston, Oct. 12 (U. T. P. S.).**—White numerals on a blue background will be the color scheme of the Massachusetts number plates for 1926, and the series will be more than 600,000. Practically all these plates are now completed.

## Out on the Coast

By John C. Webmore

Los Angeles, Oct. 12.—In an exclusive dispatch to the Los Angeles



Times, in answer to a query as to when he was going to have us all flying, Henry Ford is quoted as replying:—

"Whenever the public wishes. Public demand can be met always. It is as

true of the airplane as it is of the automobile."

So it is that the "flivver airplane" looks like a possibility when Ford sees the time is ripe for extending his present activities in the commercial flying field to planes for general private use.

"The first persons to drive automobiles were heroes," said Ford, in discussing their safety. "They went out in them and killed themselves or crashed into trees or poles, but eventually learned to drive. Today almost everybody can drive a car."

Incidentally, he declared there was no basis for the story that Col. Mitchell was to quit the army for a place in the Ford organization. This reminds me of the newspaper story of a month or so ago that Capt. Eddie had offered Col. Mitchell a position with the Rickenbacker Company in the event of his retirement from the army.

In this connection, I am reminded that the first suggestion I ever heard of flivver airplanes came to me on the occasion of a junket of us New York automobile writers early in the World War down to a new motor truck factory on Long Island. We stopped en route at a public flying field near Mineola for luncheon. Several of us, incidentally, were given our first flights.

I found the manager of the airport a bug on the future of aviation, and he said to me:—

"When the war is over hundreds of our young men will come back filled with flying enthusiasm. The great expense of planes, however, will stand in the way of their indulging in the air game—under its present costly conditions. I have it in my mind, though, that their craving for the air can be very easily and cheaply generally met by small planes of about 20 feet wing spread, equipped with Ford engines, which would so well lend themselves to such small planes as these. I am sure that they could be built at least by Ford himself, to sell at a profit at \$750."

Incidentally very, very little private flying has followed the war. In fact, I know personally of but three men who practice it. In Detroit Mr. Thompson, the Chrysler distributor in partnership with our Byron C. Foy, former Los Angeles Reo agent, now Walter P. Chrysler's son-in-law, flies in his own plane to his country place. Gen. Borden, the silk magnate, pilots his plane from his country estate at Rumson, N. J., to Governors Island, where a launch takes him ashore.

So does Inglis M. Uppercu, New York's Cadillac distributor, in getting from his Deal summer home to the Columbia Yacht Club anchorage at 86th St., North River, jumping off in Pleasure bay.

Uppercu's interest in aviation began in his boyhood, when Charles E. Duryea made him flying machines that would at least fly across the room. Later Inglis became a mechanic in Duryea's factory at Carteret, N. J. From the start of his automobile business career he devoted what money he could spare to aviation experimentation.

Then came his Airways, Inc., transport planes, carrying passengers from Key West to Havana, and his building bombing planes for the United States Navy at his airship yard at Keyport, N. J.

## Classified Advertising

A SMALL "want-ad" in these classified columns will help you get what you want at least expense and bother to yourself, and in the shortest possible time.

You can now, for the first time in the history of the industry, send your classified advertisement overnight to thousands of automotive trade prospects—with no waste circulation.

Don't wait weeks for results—take the "short-cut" to the men you want to reach. Follow the path of least expense and least worry.

Put your message in words and let AUTOMOTIVE DAILY NEWS be your biggest salesman.

### CLASSIFIED RATES

5c a word (per daily insertion)  
If 6 consecutive insertions are used, the 6th insertion is free.  
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check, or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

### BUSINESS OPPORTUNITIES

INCREASED loyalty, renewed ambition and greater pride in service from your men will result if they can qualify and receive the recognition as a certified service man; full information gladly furnished. Address Certified Service Men's Association, 224 East Market St., Greensboro, N. C.

HERE'S an idea for some live service station: Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

ESTABLISHED manufacturer wants article to make and sell strictly to jobbers of automotive supplies. Phone Longacre, 8536, or write Box No. 43, Automotive Daily News.

AUTOMOBILE sales concern, established over 20 years in Chicago, will sell all or part of the business; small amount of cash needed for responsible party; very well known franchise now handled and a very good lease; \$15,000 to \$25,000 will handle; a wonderful opportunity. Address Box 44, Automotive Daily News.

THE ADVERTISEMENT below contains 60 words, and at 5c a word will cost you \$3.00.

6 consecutive insertions, the sixth insertion free, will cost \$12.60.

12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garage; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. —, Automotive Daily News.

### EQUIPMENT

RADIATOR COVERS will soon be needed by every car owner. Write us for our money making proposition. Address Box No. 19, Automotive Daily News.

### MATERIALS

YOUR CLASSIFIED advertisement here will reach daily the industry's largest purchasers of raw materials—cotton, crude rubber, chemicals, glass, hair, all kinds of metals, upholstery, and factory equipment and supplies.

### PATENTS

PATENTS and trademark matters. Geo. A. Senior, 53 Park place, New York city.

PATENTS secured; trademarks registered. Benjamin Roman, patent lawyer, 164 Nassau St., New York.

### PARTS

WE HAVE an exclusive jobbers proposition for the only complete standard line of water circulating pumps. A style to fit every purse. Every boiling Ford a prospect. Jobbers write for catalog and proposition. Address Box No. 8, Automotive Daily News.

### SITUATION WANTED—MALE

THE AUTOMOTIVE DAILY NEWS reaches the important executives every day. It is the best medium for you to use when you desire to make a change or find a new connection without loss of time to yourself.

## Improvements

**Evansville, Ind., Oct. 12.**—The new automobile display room building recently opened by Charles W. Bowles, Star and Durant dealer, at 418 Lincoln Ave., offers facilities for the effective display of four cars at one time. It connects by separate driveway with the large garage which Mr. Bowles has operated here for several years.

**Galesburg, Ill., Oct. 12.**—The Flanagan Motor Car Company recently moved to its new showroom at 366 East Simmons St., where it will display the Packard line.

**Rutland, Vt., Oct. 12.**—The Dunn Auto Sales Company has bought the mill of the former marble company here and will convert it into a storage building for automobiles and accessories.

**Columbus, O., Oct. 12.**—The Ohio Motors Company has formally opened its new building on South 5th Street.

**St. Paul, Minn., Oct. 12.**—New headquarters for the Jordan line in St. Paul are being established at 199 West 6th St. by the Pantel Motor Company.

**Beaver, Pa., Oct. 12.**—H. H. Cable, Moon and Atterbury dealer, is putting the final touches to his garage addition, which doubles his floor space to more than 16,000 square feet.

## Dealer Doings

**St. Paul, Minn., Oct. 12.**—The Twin City Motor Car Company, Hudson-Essex dealer, has leased property at 734 Grand Ave. for a branch sales office and service station. The premises will be ready for occupancy by October 20, it is expected.

**Kirkville, Mo., Oct. 12.**—F. R. Updike of Downing has purchased the Vaughn Buick Motor Company from J. M. Vaughn and A. L. Bartlett.

**Rock Island, Ill., Oct. 12.**—A. G. Abraham, president of the Service Motor Sales Company of this city, has decided to open a garage and sales office in Moline and has let the contract for a \$30,000 steel and concrete building on 5th Avenue near 17th Street to be ready for occupancy by December 1, it is reported.

**Franklin, Pa., Oct. 12.**—Carl W. McNaughton has purchased the interests of W. F. Craig in the automobile dealership they have been conducting at Otter and 12th Streets. Mr. McNaughton will continue to manage the concern, selling the Dodge automobile and Graham Brothers truck.

**Roanoke, Va., Oct. 12.**—The corporate name of the Roanoke Flint Company has been changed to the Harris-Wellford Automobile Company on account of the addition of the Marmon and Nash lines since the formation of the company about a year ago. There is no other change in the business, which is now located in new quarters at 400 West Salem Ave.